

The other face of sport – creating a Norwegian specialized sports news website

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Master's thesis in Nordic Media

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Abstract

The Master's thesis "The other face of sport – creating a Norwegian specialized sports news website" investigates what the grounds for the creation of a sports celebrity news website in Norway are. It was inspired from the author's experience as a sports journalist in Bulgaria and it assumes that there are no such similar Norwegian media and that there is a lack of sports celebrity news content in Norway. Furthermore, as the title suggests the thesis tries to investigate its subject of research in a way that would be a suitable approach for the examination of the opportunities for the creation of other similar specialized sports news websites.

The thesis' main goal is to answer its general research question based on the presented, analyzed, discussed and tested relevant theoretical concepts, as well as the results from an online survey and qualitative interviews with media experts. In this way it not only answers that question, but also tries to add new theoretical knowledge found in the process of investigation.

In a time of globalization, digitization, convergence and exchange of successful practices between different media systems, the study tries to find out confirmation if there is a lack of sports celebrity news in Norway and if so, what are the reasons and whether there is enough interest and other grounds for the creation of such a media. One of the focuses of investigation is niche media and their potential. All other important aspects of the idea are discussed and analysed as well – economic grounds, digital media opportunities and innovation, advantages and disadvantages of the sports journalism and celebrity news content, and all those aspects are viewed through the prism of the specific Nordic and Norwegian context.

The results and the conclusions made in the thesis will need further research if a project about the creation of a Norwegian sports celebrity news website is to be created in practice. However, the thesis is a very good starting point obtaining valuable information that could be used in next studies. It also tests appropriate research methods that could be employed for more detailed investigation on the topic and it gives a basis for the elaboration of a business plan for the creation of a website about sports celebrity news.

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1. Introduction

About the Idea, the Theme and the Purpose of the Thesis

Theme and purpose of the thesis.

The title of this Master's thesis study is "The other face of sport – creating a Norwegian specialized sports news website", researched and written by Hristo Rumenov Rashkov as part of the student's studies in the Master degree programme in Nordic media at the University of Oslo in the period 2013 - 2015.

The purpose of my thesis is to examine theoretically and methodologically what the grounds for the creation of a Norwegian specialized sports news website, called "The other face of sport" are. This study will first of all search for, present and discuss relevant media theory. It will then try to test the selected relevant theoretical concepts by the means of appropriate research methods in order to try to confirm them in the context of the project and in order to try to find out new theoretical knowledge that could be added to the already available concepts. This will also allow the thesis to summarize the theoretical knowledge not only based on the theories in the way they are available in the books, but also to try to apply them and to make its conclusions based on the tested theories and new knowledge that could be found out in those tests. Thus, the thesis will not only try to formulate theoretical conclusion regarding its topic of research, but the information and the results, as well as the experience obtained developing this thesis, could be further used for the development of a business plan regarding the implementation of the idea about a Norwegian specialized sports news website.

I have intentionally chosen not to specify the notion of "specialized sports news website", because I think that the research and the information gathered for the purposes of my Master's thesis can be used in future for the creation of more than one "specialized sports news website". Hence, by the notion of "specialized sports news website" in my thesis I mean a sports website, specialized in a particular theme related to sport, but not a general sports website. However, my primary idea of a "specialized sports website" while developing this Master's thesis and the research included, refers to a website specialized in news only about sports celebrities. Therefore, my research includes specific questions concerning that particular idea, but there are also questions which could give me a valuable information that could be applicable not only for the idea of a website about sports celebrities, but also for any idea of a website specialized in a certain sports content. That, from my point of view, is an advantage of my study in terms of its significance.

After having presented the theme and the purpose of this Master's thesis, the introduction chapter will clarify the genesis of the idea about the thesis' topic which I think is particularly important in this case and it reveals not only information about the author's motivation to choose that topic, but also about some basic preliminary findings about the researched and which are directly related to the thesis' topic. Moreover, the idea about this Master's thesis evolved from another idea about a similar research which initially used to be considered to become topic of investigation. Furthermore, the introduction chapter explains why the chosen topic is important and motivates its suitability and significance, focusing on the sports news importance, the suitability of the particular type of "sports news" that the website would provide, as well as on the digital media business, part of which the website would be. There is also a motivation of the author's choice to create a Norwegian website by doing a research in Norway. Then, the introduction presents the research questions which the thesis aims to answer. Finally, there is a description of the structure of the thesis, the steps by which it will answer the posed research questions.

Genesis of the idea.

Since the beginning of my studies at the University of Oslo in 2013 I have always been convinced which area my Master's thesis will refer to – the sports theme. This is due to the fact that I have always been interested in sports. As a prove, a reflection of my passion about the sports theme can be found in my Bachelor's thesis at Sofia University "Sveti Kliment Ohridski" where I studied journalism and graduated in 2010. The topic of my Bachelor's thesis was "Scandals in Bulgarian sports – media images". Furthermore, I have a significant experience working as a sports journalist for some of the most prominent Bulgarian TV broadcasters. Therefore, I think I have an insight in the sports theme, its pros and cons, and I think that my wish to write my Master's thesis on sports theme is not a surprise, but a logical decision that could prove to be very helpful and useful.

Hence, the title of my Master's thesis in Nordic Media at the University of Oslo I initially proposed was "New media opportunities for providing sports news and programmes in Bulgaria". However, my studies at the university helped me think in other directions, and thanks to that, a new idea for my thesis emerged – to write a thesis that could be the first step towards the creation of a Norwegian specialized sports news website and precisely – about all the curious and scandalous news regarding sports celebrities and their life outside the sports field.

To come to my final idea about the thesis I started from another point - I used to intend to research if there was a need of a new typical general sports news website in Norway, because, as far as I know, there can be found sports news in Norwegian language only in the big media's news websites – *Aftenposten*, *NRK*, *TV2*, *VG*, *Dagbladet*. However, in my home country, Bulgaria, and in other countries such as Spain, there are separate websites dedicated only to the sports news and in my opinion they are far more complete, more detailed, well organized and user friendly than the websites that now provide sports news in Norway.

Nevertheless, I decided to change my initial idea for two reasons. On the one hand, I realized that the idea was too ambitious to be examined in a Master's thesis, and even once examined, its implementation would be difficult because of its scope of research and need of much more funding than that of a simpler idea. I realized it was better to start with something simpler and to focus on the theoretical and methodological part of the study in order to practice and consolidate my knowledge of media theory and research methods that will make me able to develop more complex projects in future, using this Master's thesis as a starting point and a matrix to follow. On the other hand, I realized that maybe it was not a coincidence that there were not such Norwegian general sports news websites existing as separate media. And maybe the reason is the lack of enough advertisers, because the most probable and significant potential advertisers for a sports news website would be gambling and beer companies. For instance, this is the situation in Bulgaria and Spain where a lot of advertisements of gambling and beer companies can be seen in the sports websites, unlike in Norway. I did a preliminary examination on the topic and found out that in Norway gambling is more strictly controlled and highly regulated by the government than in other countries and "it is illegal to organize lotteries and gambling without a permit" (The Norwegian gaming and foundation authority, 2013). As the Norwegian gambling market is dominated by the state-owned companies *Norsk Tipping* (offering also sports betting) and *Norsk Rikstoto* and there are a lot of restrictions for foreign gambling companies, this limits the availability of potential advertisers for a Norwegian sports website. Moreover, advertising alcohol beverages containing more than 2.5 percent alcohol by volume is forbidden in Norway (Act on the sale of alcoholic beverages (Alcohol act), n.d.). Therefore, it proved to be no point in creating such a website, where few potential advertisers are available. However, I think this preliminary examination I did and the knowledge of some of the advertisers in Norway I acquired will be very helpful for me if I decide to develop my idea about a general sports website in future.

Because of my intention to write a Master's thesis that I could use in future and to implement my idea in practice, to use it as a link between my studies and the implementation

of my ideas in the real life, I tried to avoid the disadvantages of my initial idea. I tried to narrow down the scope of the study to a simpler idea and to change the target group of the website so that I could rely on other types of advertisers, but without changing the sports theme, which I have already pointed out why I am so interested in. And I found a solution in the idea to create a website regarding only the curious and the scandalous side of the sport – a sports news website only about the personal life of the sports stars, about everything that is not related to the sport itself, but is related to the life of the sports celebrities outside the sports field – their personal relationships, habits, hobbies, fashion preferences, their propriety – housing, cars, etc. In other words - “The other face of sport” as I would call that website.

To summarize, although I disclaimed my initial idea about the creation of a general sports website in Norway, it proved to be very helpful not only because thanks to it I came to my current idea in this thesis, but also because it gave me a very useful insight in the same area my new topic is related to, as well as a good basis of questions relevant to my idea about the creation of a Norwegian specialized sports news website.

Sports media and sports news.

As I have already pointed out, one of the reasons to choose a sports theme for my Master’s thesis was that I have always been very interested in sports and my affinity is reflected both in my educational background and in my working experience. However, there is one more reason, which refers to the idea of creating a website and its implementation which is my goal – that sports news content has more potential than one could expect, in my opinion. For instance, an Eurobarometer research (although generally regarding science and technology news consumption, but also dealing with other news content, including sports news) shows that 65% of European Union’s citizens are very or moderately interested in sports news. That number is almost equal to the number of those very or moderately interested in politics. (TNS Opinion & Social, 2010) Moreover, in my home country Bulgaria there are examples of very well developed websites offering only sports news (for instance *Sportal.bg* and *Gong.bg*). In my opinion sports news is a theme that most people will be always very interested in. Among the most watched and perspective TV broadcastings seem to be live sports events, such as the *Olympic Games*, *FIFA World Cup*, *UEFA European football championships*, *UEFA Champions League*, *UEFA Europa League* and some of the most prominent domestic football championships, such as the *English Premier League*, the Spanish *La Liga* and the German *Bundesliga*. Nowadays sport is a gigantic money maker machine and its stars are heroes, whose literally “every step” attracts great attention and is of

great importance for the fans all over the world. Obtaining information about “every step” of people’s favorites has long ago went beyond the limits of the sports field, a process greatly facilitated by the emergence of plenty of new media technologies. From my experience I could suggest that people are not satisfied only with the abundance of sports information, although many of them maybe have forgotten or do not remember that only few decades ago it was not available in that degree it is now. However, this is something that should be researched and proved to what extent they want to know more and more about “the contemporary gladiators” – the sports stars, about a particular type of sports news that in my experience as a sports journalist suggested to be extremely searched. Thus such content might also be profitable content for media, especially in the digital era – news about everything related to the sports celebrities’ life outside the sports field.

Why exactly that type of “sports news”?

Creating a specialized sports news website means creating a content limited in a certain area, a niche “sports news” content regarding everything related to sport stars outside the sports field or even on it, but not directly related to the sports game. As I have already mentioned, this Master’s thesis focuses on that type of a “specialized sports news website”, but in my opinion the research and the whole study can be used as a basis for the creation of other similar “specialized sports news websites” as well. However, I think that the most suitable and most perspective idea would be about a website providing “sports celebrity news”.

Why exactly that type of “sports news”? First of all, from my experience as a journalist in Bulgaria, I know that some of the most read sports news on the websites regards personal life of sports celebrities. There is a number of Bulgarian sports websites that are specialized as separate brands in providing all types of sports news, including “sports celebrity news”. Moreover, most of those websites provide the option to arrange the news according to “most read news”. From that option and from talks to colleagues working in those websites during my work as a journalist, I have obtained an impression that such type of “sports news” is amongst the most read content in the sports websites in Bulgaria, and even not only in the purely sports websites. In 2008 I worked as an intern for the sports section of the website of the largest TV broadcaster in Bulgaria – bTV. What made me then a great impression was that the most read news I published was curious and scandalous news or news related to the personal life of sports celebrities. My impression was based on real data, because as a publisher on the website, I had the opportunity to obtain information about the

real number of impressions every single piece of news I published was making. Moreover, not only “sports celebrity news” was popular, but it was many times more read than usual sports news and I even got instructions to preferably look for such kind of “sports news” and publish them regularly. However, I have to admit that my thesis is regarding the Norwegian market and this does not mean one successful practice can automatically be transferred from one market to another. This serves more like an incentive for me to research the situation in Norway and to find out if there are grounds for the creation of a specialized media about sports celebrity news content.

Furthermore, from my Bachelor’s thesis, concerning some of the major scandals in Bulgarian sport, I know that scandalous news regarding sport and especially sports celebrities are very popular and at that time I was researching the topic they seemed to be of great interest not only for Bulgarian, but also for foreign media. For instance, I found out that most of the news regarding Bulgarian sport in some of the most popular British and Spanish media was about scandals.

Besides, as I have already described in the Genesis of the idea section of this thesis, focusing on a specialized sports news website providing sports news regarding sports celebrities was a logical choice to evolve my initial idea, whose research in a Master’s thesis had some disadvantages and there was lack of some important grounds in order to develop the idea to its final stage of implementation. Furthermore, by narrowing down the scope to “sports celebrity news”, I was able not only to make the theme of investigation simpler, but also to change the website’s target to, primarily, but not only, women. Consequently, this makes the implementation of the idea more probable, because the potential advertisers would be much more and various, unlike the few advertisers for a Norwegian general sports news website.

Based on my experience and education, which I think is of great advantage for me when developing this Master’s thesis, and because of the existence of sports websites in Bulgaria that apparently successfully provide “sports celebrity news”, I think it will be very relevant and useful to include some comparisons between Bulgarian websites and the market of that type of news, on the one hand, and the Norwegian websites and market, on the other hand, where I believe there is an unoccupied niche regarding such specialized sports news content on the Internet. I think it will be relevant to include this in the thesis, because of my media education in both countries and my experience and interest in sports news on those markets. However, I will do that only after I have obtained results in the researches in this thesis that would confirm the existence of an unoccupied niche for sports celebrity news on

the Norwegian market. Therefore, those comparisons will be an intentional manner of handling the topic in one more perspective, giving broader and more complete look at the theme. Moreover, in that way I will be able to link my study to my home country and to take advantage of it even in Bulgaria, by applying the Norwegian experience and the successful practices in Scandinavia in that area. Thus I will be able to benefit from my studies and my Master's thesis in Norway by being able to develop my ideas both in Norway and Bulgaria, based on my findings about the perspectives (the incompletely developed niches) in two different countries.

Digital media business.

Furthermore, I decided not to use traditional media for providing “sports celebrity news”, but new media on the Internet, by creating a website, thus establishing a digital media business and examining, by the means of the research in this thesis, the opportunities to build its grounds. My media knowledge made me think this is the best way to start a media business nowadays, because new media such as the Internet have introduced a lot of advantages and opportunities. However, this incentive, together with concepts such as “new media”, “the Internet”, etc., will be presented and explained in more details in the theoretical part of this thesis. I will try also to prove this point of view in my research on the topic.

Establishing digital media business has many advantages that will be pointed out in details in the theory chapter. However, as a motivation of my wish to develop exactly a website and thus to examine mostly new media and to refer my research to new media, I would like to pick out the knowledge I have acquired about digital media in my studies at the University of Oslo. I was inspired to think in that direction and to realize the great opportunities that digitization and the Internet provide. There are not only lower than ever initial costs and entry barriers, an advantage of far-reaching scope, but also online media sector continues developing, more and more users and advertisers go online and there are still a lot of business opportunities for providing online media content.

Furthermore, I think that precisely my idea, whose foundations I set in this thesis study and which will lead to its implementation, has even greater potential, because from that knowledge I have acquired during my studies, I have got the impression that the future successful online media will be those providing niche content. I will try to find out in this thesis if the idea of a media about sports celebrity news could be implement as a separate website or as a website, part of a big media company.

Last but not least, I find my thesis' theme highly relevant, as I have always been interested in creating websites. I have knowledge of *HTML*, *CSS* and *JavaScript* and I have developed websites as a hobby. Hence, I think that acquiring knowledge of how to develop a proper media study, and especially related to creation of websites, by the means of a proper media research and media theories, is the missing piece I need in order to become successful in developing digital media business.

Why a Nordic country?

The last aspect of my thesis' theme that I think I have to clarify is why I have chosen to develop my website in one of the Nordic countries - Norway, in a Norwegian language. In my opinion my motivation regarding that choice is obvious and logical.

First of all, Norway is a suitable country to implement my idea, because, as far as I know, there is no such website in that country and my preliminary search, as well as my knowledge of Norwegian media, shows that there are not many media providing such type of content, compared to other countries. If proved in my research, this could mean that there are great opportunities for such content, at least from the point of the competition on the market.

Furthermore, the Nordic countries, and Norway in particular, are highly developed in terms of Internet penetration and many people have not only access to the Internet, but also have mastered the technologies to access new media (there will be an attempt to clarify the reason for that in the theory chapter of this thesis). And that is of great importance when one wants to start a business with digital media. That means that the content that digital media in Norway create can reach to a high percentage of the population, no matter where people live, and not in such great dependence on their age, as in other countries. This is proved by Norway's second rank in the world (Sweden being first) in the 2013 Web Index (Jellema & Alexander, 2013), which measures the Web's use, utility, universal access, and freedom and openness to information and expression, as well as Web's impact on countries and its citizens.

Another reason to choose a Nordic country for my research and the implementation of my project is apparently the fact that my Master's studies are in Norway and this thesis is part of them. As I have already mentioned in the Genesis of the idea section, the title of my thesis I initially proposed was "New media opportunities for providing sports news and programmes in Bulgaria". However, as I study my Master's thesis in Norway, I think its topic should be related more closely not only to Scandinavia, but to Norway itself. And as I have also already pointed out, there can be benefits from linking my experience and education in Bulgaria to my

studies and research in Norway, thus making me able to apply my knowledge and findings from my home country to Norway and vice versa.

Finally, by doing my project in a Nordic country, I think I can apply and take advantage in the best way not only of my knowledge of Nordic media, and of Norwegian media in particular, but also of my knowledge in Norwegian language I acquired during my studies at the University of Oslo.

Research Questions

The goal of my Master's thesis is to find an answer if there are grounds for the creation of a Norwegian website specialized in "sports celebrity news". In order to achieve that purpose, I have formulated one general research question and two sub-research questions, investigating two aspects of the general research question, and the answers of which will lead to the answer of the general research question.

General research question:

What are the grounds for the creation of a Norwegian website specialized in sports celebrity news?

Sub-research questions:

1. *What is the demand for sports celebrity news in Norway and who would be the potential users of a sports celebrity news website?*
2. *What is the current situation on the market for sports celebrity news in Norway and which would be the potential investors and competitors of a sports celebrity news website?*

The purpose of the first sub-research question is to give a glimpse of the potential users of a sports celebrity news website. I think the best way to do this is by the means of a quantitative research method, and more precisely, by the means of a survey (a detailed and complete motivation and description of the choice and application of methods is included in the chapters regarding the investigation of the posed sub-research questions). However, it is important to admit that it is too ambitious for a Master's thesis and for only one person to do such a broad survey the results from which to be generalized to the whole population of Norway. Such survey would require far more time and human and financial resources which I think do not correspond to the profile of a Master's thesis and its deadline to be completed.

Furthermore, I would like to point out that although my wish is to implement my idea in practice, and thus I need to gather reliable information, the purpose of my thesis is only to practice my knowledge of theory and research methods, to show that I am able to do all the research work in a proper way. This can be considered as a preliminary, smaller, in terms of a scope, research, that will serve as a preparation, as a pattern I could use and develop further, it is the first step to set the foundations of my project, which I will be able to upgrade and convert in future into a business plan about the implementation of my idea about sports celebrity news website. Furthermore, I think even employing a survey whose results could not officially be generalized, I will be able to gather a lot of useful information that will give me a good insight in the perspectives of my idea and based on it I will be able to make important conclusions. This way of doing the research could be even an advantage, allowing me to avoid the need of a broader and expensive research without knowing if the idea would have perspectives to be implemented in practice.

Therefore, after this important clarification, I can point out the aspects that my first sub-research question is interested in. It involves both general questions and particular aspects regarding the grounds for the creation of a website about sports celebrity news, thus trying to test relevant theories in the Norwegian context. This question could not only find out practical information regarding whether people in Norway tend to read sports news, which types of sports news are most read, how they obtain sports news, which are the most popular sports media, would people tend to read sports celebrity news, what would be the exact target group of a sports celebrities news website. It will also try to find out new theoretical knowledge that could be added to the existing theories.

On the other hand, I think it is a good and useful approach to research the current situation on the market and to point out both the potential competitors of my future website and the media that would be interested in my project. For that purpose I have chosen to do qualitative interviews with selected media experts. Thus, I will be able to obtain more detailed information as an addition to the data gathered by the means of the quantitative method of surveys and I will find out more about Norwegian media's attitude towards such a project. That question will also try to test the relevant theoretical concepts in practice and will try to contribute to them with new knowledge that could possibly be found out.

Finally, as I have already pointed out, the results from the two-sub research questions will try to test and build on the relevant theoretical knowledge. Then, based on the already outlined theoretical conclusions and answers of the two sub-research questions, it will be possible for me to answer the main research question. Therefore, to summarize, the research

method design used to answer the general research question of my thesis is of a mixed-method type, employing both quantitative and qualitative methods, and more specifically, this study has a sequential explanatory design: “In the first stage of a study, we conduct the collection and analysis of quantitative data, followed by the collection and analysis of qualitative data.” (Lobe, Livingstone, & Haddon, 2007: 15)

Structure of the Thesis

In order to fulfill its goals the Master’s thesis is organized in five main chapters, divided in sub-sections, plus introduction and conclusion chapters. The chapters begin with a brief resume of what the reader should expect from them, then the main content follows and at the end of each and every chapter there is a summary of the analysis and/or the results in the chapter.

After having firstly outlined in the introduction the Master’s thesis’ theme, purpose, research questions and methods that will be used, as well as the structure of the thesis and important clarifications regarding the study, there is a Theory chapter where the main relevant theories are presented, grouped by topics such as the Norwegian context, popular journalism and sports journalism, new media, media economics and media innovations.

Thus having set the theoretical foundations on which the thesis is based, it allows the paper to upgrade the study to its research and analytical part, which consists of four chapters. The first of them is regarding the methodology of the researches. After explaining how and why the researches were done, the thesis will present the results for each of the two researches. Their analysis, based also on the relevant theoretical knowledge, will lead to the answers of the two sub-research questions. Then the last analytical chapter will combine those results and conclusions with the theories presented in chapter two in order to make theoretical conclusions and to find out if any new theoretical knowledge could be added after the researches were done. Those final theoretical conclusions will be used, together with the answers of the two sub-research questions, to answer the main research question of the thesis. After having answered the main research question, I will be able to make some relevant comparisons between Norway and Bulgaria, as I already justified this approach. Finally, there is a conclusion chapter which summarizes the information presented in the whole thesis and verifies if the study has answered the research questions posed and if it has fulfilled its purposes. There is also an attempt to explain how this study could be further used and extended.

Introduction Summary

The introduction chapter of the Master's thesis with a title "The other face of sport – creating a Norwegian specialized sports news website" has presented the theme and the purposes of this study, as well as the author's motivation about the choice of the topic and its relevance and significance. Furthermore, it was presented the main research question of the study, as well as two sub-research questions whose answers will help find an answer of the general research question. Along with posing the research questions, brief information about the methodology involved in each of them was given, but that aspect of the study will be explained and described in details in the relevant chapters regarding the research applied to examine each of the research questions. There were made also some important clarifications about the study and finally there was a brief presentation of the structure of the thesis and its logical development and construction, organized in a way to make the whole study, its results and the research methodology applied, more readable and transparent.

2. Theory

Introduction

When we talk about a project regarding the creation of a Norwegian specialized sports website, we have to consider some theoretical aspects which are the grounds for such a project being successful. First of all, it is to consider the country's media landscape specifics where the project will be developed. Secondly, it is necessary to have an insight over the website's theme, in this case – sports journalism and popular journalism, as the website's theme will combine both areas. There are many evidences that some of the most searched information in recent times is news, including sports news. In addition, from my experience as a journalist in Bulgaria I know that some of the most read sports news on the websites is regarding the life of the sports stars outside the sports field. Although I have to admit that this cannot directly be transferred from one country to another, from one market to another, I think it is a good point for further discussion in the thesis.

Furthermore, when we talk about a website, it should be reflected the quick media development in the recent years and some tendencies. Nowadays use of new media for obtaining information becomes more and more popular. People all over the world increasingly use Internet through their smartphones, tablets and laptops in order to be informed anywhere anytime. Last but not least, the theory chapter will involve media economics and media innovation theories which are of particular interest for each and every media business. Digitization and the Internet have introduced a lot of new opportunities for producing and supplying niche media content with less than ever initial costs and without extremely high entry barriers. What is more, online media sector continues developing, more and more users go online and there are a lot of business opportunities for providing online media content. That is why, notions such as economies of scale and scope, public good, entry barriers, digitization and niche products, and especially Chris Anderson's long tail theory about niche products that could be as profitable as best-sellers in the long term (Anderson, 2006), are highly relevant to my second sub-research question, as well as to the motivation why my idea would be economically successful, why it has a great potential to be realized in practice.

Theoretical Context

As already mentioned, all the theories in this chapter will be discussed in the context of the specific media landscape of the country where I intend to implement my project – Norway. This is of great importance, because I think media theories are not the same way applicable to all countries. There are some media specific differences that should be considered first. Therefore, the first section of the theoretical chapter of this Master's thesis deals with the media specifics in Norway and the facts that this country's media conditions are often viewed as part of the Nordic countries model and the democratic corporatist model. Further in the theoretical chapter, this will be used as a context of discussing the other theories regarding journalism, sports journalism, popular journalism, new media, media economics and innovations.

When we talk about media innovations and journalism there is arguably better place than Scandinavia and Norway in particular, for media studies, journalistic practice and implementation of new media products. As pointed out by Hallin and Mancini in their work "Comparing media systems: The three models of media and politics" (2004) the region of Scandinavia belongs to the democratic corporatist model, which involves countries with long and almost discontinued traditions in journalism and media. The Scandinavian countries are well-known as highly developed in terms of new technologies and media use. For instance, Sweden ranks first in the 2013 Web Index, which is used to measure the Web's use, utility and impact on countries and its citizens. (Jellema & Alexander, 2013). "Sweden was the first country in the world to constitutionally establish the principles of publicity and press freedom, which happened in 1766. Norway followed suit in 1814 and Denmark in 1848." (Strömbäck, 2009: 1255) The Nordic countries were among the first in the world that introduced the Internet. (Syvertsen, Enli, Mjøs, and Moe, 2014) Moreover, the Internet penetration in those countries is very high. "In the Nordic countries nine out of 10 people use the Internet. Along with Luxembourg and the Netherlands, the Nordic population has the highest proportion of internet users in Europe". (Syvertsen et al., 2014: 40)

However, first and foremost Norway is part of a distinct model common for the Nordic countries – the Nordic model. According to Syvertsen, Enli, Mjøs and Moe, The Nordic Model is understood as "a welfare state system that aims at universal rights, and one with comparatively small class-, income- and gender differences" (2014: 4). The prominent Nordic model has been reflected also in Nordic media, creating some specific characters for Scandinavian countries that differ them from other countries, even those that belong to the democratic corporatist model, and that was summarized as the Nordic Media Welfare State:

“an adaptive public media sector with a high degree of legitimacy existing alongside domestically, and to some extent globally, successful commercial media and communication companies” (Syvertsen et al., 2014: 4f). According to Syvertsen et al. this media model has some specific principles that make it different than any other models:

“Universal services and obligations towards universality; freedom from editorial interference; a cultural policy that extends to the media and a preference for solutions that are durable and involve cooperation between all main stakeholders” (Syvertsen et al., 2014: 29).

They do not mean that those characteristics can be found only in the Nordic countries, but point out that their combination can be best seen in these countries. Finally, it is very important for the purposes of this thesis to note that according to Syvertsen et al. there are four social forces perceived as threats to a media system based on welfare state principles - authoritarianism, marketization, globalization and social fragmentation (Syvertsen et al., 2014: 23). Those forces could be a threat for the pillars of such system.

In their famous book “Comparing media systems: The three models of media and politics” (2004) Hallin and Mancini grouped the countries from Western Europe and North America in three groups with different media systems, called by them the North/Central European or Democratic Corporatist Model, the North Atlantic or Liberal Model and the Mediterranean or Polarized Pluralist Model.

The Democratic Corporatist Model is shared by the Nordic countries, as well as Germany, Belgium, the Netherlands and Austria. It is characterized by “a strong emphasis on the role of organized social groups in society, but simultaneously by a strong sense of commitment to the “common good” and to rules and norms accepted across social divisions. A strong value is placed on the free flow of information, and at the same time the state is seen as having a positive obligation to promote that flow” (Hallin & Mancini, 2004: 298). In all the countries belonging to the Democratic Corporatist Model media is seen as a social institution and not purely private enterprises and there is high consumption of information about public affairs (Hallin & Mancini, 2004: 298). The Liberal model, which includes mainly the United Kingdom, the United States and Canada, and to a certain degree France, “is characterized by a more individualistic conception of representation, in which the role of organized social groups is emphasized less than in the other two systems and is often seen in negative terms, as elevating “special interests” over the “common good” (Hallin & Mancini, 2004: 298f). The mass audience is much more targeted than in the other models and there is greater emphasis on public affairs as well. The countries belonging to the Politized Pluralist Model are Spain,

Italy, Greece, Portugal and, to a certain degree, France. They are characterized by: “unequal consumption of public information, with a fairly sharp division between the politically active population that heavily consumes political commentary in the press, and a politically inactive population that consumes little political information.” (Hallin & Mancini, 2004: 298)

Hallin and Mancini compare the three systems using different criteria, some of the most basic being state intervention, which level is high in the Democratic Corporatist and the Polarized Pluralist Models, and low in the Liberal Model; professionalization of journalists, which of high level in the Polarized Pluralist and the Liberal Model, and low in the Democratic Corporatist Model; political parallelism which is of high level in the Democratic Corporatist and the Polarized Pluralist Models, and low in the Liberal Model; and development of mass press, which is of high level in the Democratic Corporatist and the Liberal Model, and low in the Polarized Pluralist Model. Finally, Hallin and Mancini discuss the future of the three models. According to them, there is a trend that all the media systems become closer and resemble the Liberal Model: “The Liberal Model has clearly become increasingly dominant across Europe as well as North America – as it has, no doubt, across much of the world – its structures, practices, and values displacing, to a substantial degree, those of the other media systems...” (Hallin and Mancini, 2004: 251) They conclude that if the trend is unchanged in future, this could lead to a complete convergence of the media systems in Western Europe and North America that will be a system very close to the Liberal Model: “A global media culture is emerging, one that closely resembles the Liberal Model” (Hallin & Mancini, 2004: 294), adding that “it is reasonable to summarize the changes in European media systems as a shift toward the Liberal Model that prevails in its purest form in North America.” (Hallin and Mancini, 2004: 251). This tendency is of particular interest for this thesis and I will further try to find out confirmation for it.

Popular Journalism and Sports Journalism

Journalism.

This section of the theoretical chapter will discuss the concepts of sports journalism and popular journalism on which the future website I would like to develop will rely as a basis. That is why they are of great importance and should be clarified. Moreover, I would like to find out what type of journalism would be most appropriate to be used for my website and what the advantages and disadvantages of sports celebrity news content are.

In order to do so, I will begin with the common between those two concepts – that they are both types of journalism, as distinguished by many: “Some writers distinguish

between types of journalism, for example, gossip journalism, tabloid journalism, 'new' journalism, investigative journalism and journalism of record" (Franklin et al., 2005: 125). Therefore, what is journalism?

"At its most basic, journalism consists in finding things out then telling people about them via newspapers, radio, television or the Internet. It's not a product, but a process, one that used to be seen as a one-way street but more recently has been conceived as involving an audience which will filter messages through its own experiences and understanding... and arrive at its own reading." (Franklin et al., 2005: 124)

There can be found also some more colorful, but meaningful definitions about journalism: "Journalism is a refined version of the instinct that makes people slow down and crane their necks at the scene of a road accident." (Simpson, 2002: 21). Journalism and media are a specific area where social interests and economic interests are involved. On the one hand, journalism's function is to serve to the public interest and this can be said is its purpose. On the other hand, journalism and media are a business that needs to have economic profit in order to exist and to serve to the public. And here exactly comes the historical controversy – how to defend the public interest when at the same time being dependent on economic circumstances, when could be influenced by the economic interests? And should the one be at the expense of the other? Some solutions have been found in the public media, but even they are not perfect and it is largely discussed which the best model of public media is and what actually public media is. This will not be part of the discussion in this thesis. What is relevant for that paper is that this dilemma could be discussed in the context of the already mentioned tendency that media models become closer to the Liberal Model, described by Hallin and Mancini. This is to say, it is becoming of greater importance the economic interest than the public interest of media. What can make headlines, makes profit, regardless it is publicly acceptable or not. The commercialization of media becomes prevailing. But if this makes profits, this means there are enough people who are actually interested in that product. So what is then public interest and is the economic interest of media then something so bad? In order to find out more, it is worth pointing out two key concepts related to journalism: soft and hard news. "Soft news "makes you go 'Aah!' or 'Wow'. It's about the first, the last, the fastest, the slowest, the biggest, the most expensive" (Franklin et al., 2005: 247), while "hard news concerns events potentially available to analysis or interpretation and consists of "factual presentations" of events deemed newsworthy" (Franklin et al., 2005: 97) However, can we say there has been a tendency towards more soft news in media? The journalist

Malcolm Muggeridge invented the term 'newszak' reflecting the changing news values and news formats in journalism across the 1980s and 1990s. One of the traits the terms marked was indeed "a retreat from investigative journalism and 'hard' news to the preferred terrain of 'softer' consumer or life style stories" (Franklin et al., 2005: 175). Generally, newszak reflects journalists' preference for "stories which interest the public above stories which are in the public interest" (Franklin et al., 2005: 175). If we accept that the media systems are going towards one system, closer to the Liberal Model, where it is put more weight on profits than public interest, this could mean that the Democratic Corporatist Model and the Nordic Media Welfare System, and the Norwegian media in particular, could be influenced by such tendencies. In other words, is it possible to apply the Liberal Model model or another model different than the described by Hallin and Mancini, everywhere, and in particular in Norway? This is a question that is difficult to answer, but will be discussed through the thesis, as it is essential for the implementation of a media product, relying on soft news and infotainment, relying on the tendency changing a model where it was unthinkable to implement successfully such a project some years ago. However, this project is relying now on the new opportunities that could possibly come if the theory of Hallin and Mancini about changing models becomes reality.

Popular journalism, tabloid journalism, yellow journalism, sensationalism.

As it was already mentioned, there are different types of journalism. The project I intend to implement will rely on a combination between popular journalism and sports journalism. That is why it is very important to clarify those conceptions and its significance.

Popular journalism is indeed related to terms such as the already mentioned 'infotainment' – "A neologism combining the two words 'information' and 'entertainment' to suggest the tendency for the content of news and current affairs programming to blend entertainment with information in order to make factual programmes more accessible and increase audience size and reach" (Franklin et al., 2005: 115), and 'celebrity culture'. Journalism's functions are not only to inform and educate (which could be considered as its serious functions), but also to entertain. Then the infotainment – the combination of information and entertainment, i.e. relying on two of the main journalistic functions – why should it be something implying bad connotations?

However, it is very important to mark here the difference between the concepts of "popular journalism" and "tabloid journalism", often being misunderstood or incorrectly used as synonymous. "Popular news, whether electronic or printed, is often given the disparaging

label 'tabloid' and is regularly subject to vehement scorn and disapproval by both official and alternative news" (Dahlgren & Sparks, 1992: 47) Because not all forms of popular journalism are tabloid journalism, for instance, and this is the main difference. David L. Paletz suggested four descriptive categories of news "purveyors" – elite, prestige, popular, and tabloid. The popular purveyors emphasize "drama, action, entertainment, simplicity, brevity, immediacy, and personalization" (Sparks & Tulloch, 2000: 292), while the tabloid purveyors "emphasize sexy crime, celebrities, and scandal; use hyperbolic language; and re-stage events as they may or not may have occurred." (Sparks & Tulloch, 2000: 293) Popular journalism is a type of journalism that could be, but not always, a tabloid journalism.

"Tabloid journalism describes the changing journalistic mood which has seen the news media become part of the entertainment industry rather than being a forum for informed debate about important issues of public concern; stories to interest the public instead of stories in the public interest". (Franklin et al., 2005: 259)

And the related to it process of tabloidization is "a tabloid term, more of a journalistic buzzword than a scholarly concept. It connotes decay, a lowering of journalistic standards that ultimately undermines the ideal functions of mass media in liberal democracies." (Sparks & Tulloch, 2000: 285) Tabloid stories are often about personalities: "Tabloid stories about personalities do typically provide revelations, exposés of the 'facts' concerning things they have done which they should not have, or which they themselves would prefer not to be widely known." (Dahlgren & Sparks, 1992: 73) And often those stories break the boundaries between what can and what cannot be legitimately discussed in public. It is often exposed the personal life of celebrities to the public. (Dahlgren & Sparks, 1992: 74) Yes, this seems to be too much, violating the journalistic ethics. However, as such cases regard people well-known in the public sphere, which are of great interest for the public, those boundaries might be different, the threshold of exposition of their personal life to the public is different than that of ordinary people. This is one of the disadvantages of the fame. However, there still should be some limits, but here exactly comes the question – what can and what cannot be revealed about the celebrities' personal life? Because is it not of public interest if a celebrity that is considered as an example for many youths is revealed that actually for instance does not pay taxes, or breaks the law in other ways? If this was about ordinary people that do not pay taxes, it would not be news. But when it comes to a famous person, it is different. This is related to the newsworthiness and news values on which depends if something is news or not. It also confirms the different status the celebrities have. And yes, news about celebrities might not be considered of primary importance, they are considered soft news, but still are of interest for

many people. Then why should this type of news be considered only as something bad or not morally acceptable? Of course it depends how news is presented, what the intended effect is. But the content itself, the niche regarding news about celebrities should not be easily ignored and its news potential underestimated. Especially in times when many people are bored of politics, a properly communicated and made in stylish way news about celebrities can be actually very informative and not with less importance for many people compared to the serious hard news.

It is considered that the predecessor of tabloid journalism was the yellow journalism, which developed in America during the 1880s and had its roots in the penny papers. “Yellow journalism, characterized by its sensational and emotive content, contrasted starkly with the rational and sober emphasis of the existing newspapers and is typically seen as the precursor of modern tabloid journalism” (Franklin et al., 2005: 279) According to Campbell, yellow journalism was characterized by: frequent use of multicolumn headlines; a variety of topics reported on the front page; generous and imaginative use of illustrations; bold and experimental layouts; sometimes enhanced by the use of color; a tendency to rely on anonymous sources; a penchant for self-promotion, to call attention eagerly to the paper’s accomplishments. (Campbell, 2001: 7f) Another link between tabloid and yellow journalism is the concept of sensationalism often referred to both of them. “Sensationalism, a type of news reporting that emphasizes shock value over facts, is a key ingredient of what in the United States became known in the late nineteenth century as “yellow” journalism” (Sterling & Fellow, 2009: 1280) On the other hand, “Closely linked to the dumbing down debate, sensationalism has increasingly been associated almost exclusively with the tabloid press”. (Franklin et al., 2005: 242) However, sensational news dates back to the seventeenth century, so following this historical development, one can claim it is the predecessor of both yellow and tabloid journalism. According to Mott yellow journalism reflected “the familiar aspects of sensationalism – crime news, scandal and gossip, divorces and sex, and stress upon the reporting of disasters and sports.” (Campbell, 2001: 7) But he also claimed this genre is more complex than merely sensational, including: prominent headlines that “screamed excitement, often about comparatively unimportant news”; “lavish use of pictures, many of them without significance.”; “impostors and frauds of various kinds,” including ‘faked’ interviews and stories; a Sunday supplement and color comics; a “more or less ostentatious sympathy with the ‘underdog,’ with campaigns against abuses suffered by the common people.” (Campbell, 2001: 7) From all those characteristics, one could easily find out that they are present in most of the contemporary media, including those media, not so clearly defined as tabloid. It seems

obvious that most media have used many of the characteristics of tabloid, yellow and sensational journalism. But why does this happen? Even in Norway, where there is not as strong division between tabloid media and quality media as in other countries with strong and clearly tabloid media such as the United Kingdom for instance, media still use some of the characteristics of tabloid journalism and there are even media of mixed type – something between quality and tabloid media. This could be due to economic reasons – the globalization and the increasing competition make it a luxury for a certain media to rely only on quality content targeted at a specific group of people and excluding many other potential readers. And using some of the characteristics of the tabloid journalism does not make the content of such media a trash, as often this is almost synonymous. After all, media have always had to balance between their journalistic and public responsibilities and the profits. However, the economical aspect will be discussed in more details later in this chapter. For now, it could be summarized that popular journalism, on the one hand, and tabloid, yellow and sensational journalism, on the other hand, are not one and the same thing. Popular journalism is a type of journalism, that could include, but not always tabloid journalistic approaches and the related to it yellow and sensational journalism. And not all the tabloid content is always a trash. “Consequently, one could imagine the field of popular journalism as containing the subcategory “tabloid,” which again contains the subcategory “trash.” Tabloid may sometimes be useful and relevant popular journalism; trash may at best be brutal entertainment. Trash is on the whole probably best defined by its disregard of ethics – both ethics in general (exploitation of sources, participants, and so on) and the professional ethos of journalism.” (Sparks & Tulloch, 2000: 292) In addition, some of the characteristics of the tabloid journalism can be found in quality media. Therefore, using the appropriate characteristics of different genres does not make the quality of a certain media less significant. However, “The conflation of tabloid and popular may thus obscure the existence and potential of a popular journalism, which is different from the forms most typically associated with the first of those terms.” (Sparks & Tulloch, 2000: 290) Using the appropriate approach, a media relying on the strengths of both quality and tabloid media could exist, thus balancing between journalistic responsibilities and ethics on the one hand, and profits and interests of a broader public on the other hand. That is why tabloid, yellow and sensational journalism should not be fully neglected. Moreover, the world is not only black and white, not everything is only bad or good. We can find many advantages even in something that has become a synonym of trash and lack of ethics and use them in an appropriate model to achieve success. However, there is difference from the concept of the popular journalism to which I my website could best be

based on. “Even interviews with celebrities may well serve as examples of non tabloid but still popular journalism, for instance when they focus on the interviewee’s professional activities or life experiences with some sort of general relevance.” (Sparks & Tulloch, 2000: 290) And my website can prove popular and tabloid journalism can not always be a bad thing. However, popular journalism and tabloid journalism have many similarities and can sometimes be one and the same thing, as the tabloid journalism could be considered a sub-category of popular journalism. But there is also another interesting similarity between those concepts which could be considered as their great and positive advantage – popular and tabloid journalism could be considered as a ritual communication. “Studies of “tabloid” or popular journalism reveal their reliance on a ritual perspective of communication in that they focus on the repetitiousness or redundancy of stories or reports within this field of journalism.” (Sparks & Tulloch, 2000: 295) And the ritual communication creates a sense of community for its members for identity and shared values and understandings. “According to both of these studies, then, typical popular and also tabloid forms provide the audience with existential and moral help, and support in the daily struggles to cope with an everyday life marked by the uncertainties characteristic of modernity.” (Sparks & Tulloch, 2000: 297) Popular journalism can also support active citizenship:

“Journalistic media should in principle contribute to the social and political involvement of all citizens. The different varieties of popular journalism, with the exception of some “trashy” forms, may in fact contribute to this by their very existence in, say, widely distributed newspapers and national newscasts with an emphasis on serious reporting.” (Sparks & Tulloch, 2000: 298)

In conclusion, I can summarize after discussing all the related theoretical concepts that my website will be most likely positioned in the field of popular journalism which has great potential and which, in contrast to the common understanding despite some similarities, is different from tabloid journalism and yellow journalism, from scandals and sensationalism and can imply, if intended to do so, not only negative, but also positive connotations, such as serving as a ritual communication. Moreover, it takes “many sorts of journalism to make a democratic media system work as it should. Those of us who (rightly) critique the negative effects of increasingly profit-hungry journalistic media must bear in mind the need for such elementary pluralistic generosity in order to be considered worth listening to.” (Sparks & Tulloch, 2000: 299)

Sports journalism and sports celebrities.

The other basis on which my website will be built is sports journalism, as the already discussed celebrities are central theme not only for popular journalism and its sub-categories. Sports celebrities are central also in sports journalism, because they are the protagonists in the sports stories. (Dahlen, 2008: 388) Furthermore, many young people try to resemble the sports stars, their idols, by playing sports or to identify with them and thus they are interested in everything about their favorites, including their life outside the sports arena. "Sports fans seek any sort of connection to the players, ranging from the simplest of casual conversations to a piece of autographed memorabilia to, more recently, following their favorite athletes on websites and through social media such as Twitter and Facebook." (Billings, 2014: 1) This specific relationship between sports fans and sports celebrities, which has in common with music and movie stars, has great brand potential for everybody and everything associated with sports celebrities. Not accidentally, we have witnessed in recent times many individual big deals between many brands and athletes, in addition to the advertisement through sports clubs and competitions. This is only another proof of the value of sports celebrities, value coming from the great interest and the specifics that many people all over the world want to be like them, to become like them, to do what they do. Since 1990s there has been a proliferation of studies about the significance of sports stars for media and this relatively new interest in sports celebrities has become of great importance for the contemporary entertainment industry, both in cultural and in economic aspect. (Dahlen, 2008: 388) Furthermore, it is not only the rising importance of sports celebrities for media and the entertainment industry, but also the rising significance of sports journalism for media that could be seen nowadays, as many studies have shown (Dahlen, 2008: 94) "Sports journalism is addressed to a popular cultural realm which, while saturated with politics and power, is commonly apprehended as transcending or bypassing the structured conflicts of everyday life." (Dahlgren & Sparks, 1992: 110) David Rowe looks at sports journalism "as a dimension of popular culture which seeks to serve its readership according to a set of self-formed professional principles and practices." (Dahlgren & Sparks, 1992: 96) And what is unique about sports journalism is that it is used to attract many readers and TV spectators which otherwise could hardly be reached by advertisers. (Dahlen, 2008: 93) Moreover, sports have some advantages that differs it from movies and series, for instance, that can be nowadays watched whenever it is convenient for the particular person and thus it is difficult for advertisers to reach mass public. "The value of media sport resides in the attractive unscripted drama of live competition, and the demand for up-to-the-moment match and event results by fans." (Hutchins & Rowe, 2012: 21) In

addition, the emergence of new media in the recent years has also had great impact on the rising importance of sports and sports journalism for media: “we see the extraordinary growth of the Internet as crucial, not just in terms of the rapidly rising numbers of connections and users across the globe, but in its profound impact on how mediated sport is bought and sold, produced and consumed, accessed and experienced.” (Hutchins & Rowe, 2013: 2) “The “media sport content economy” has shifted from the “scarcity” that was typified by analogue television and radio, and print-based media, to the “plentitude” that is produced by convergent digital media forms that convert cultural data into material that can be reshaped and freely circulated in ways that are difficult to govern.” (Hutchins & Rowe, 2013: 2) And here comes the rising importance of websites which can well serve as “a crucial “meeting point” for sports, fans, sponsors, advertisers and media corporations”. (Hutchins & Rowe, 2013: 2) Websites are now routinely used both by high-end professional sport and for more modest hobby-based sport pursuits, and can be “mined” for demographic and consumption data in ways that allow more precise targeting and matching of consumers, products and services.” (Hutchins & Rowe, 2013: 2) However, the advantages of the website as a media nowadays will be discussed in more details further in this chapter. It is important to mention that sports news can also be divided into the already discussed categories of hard news and soft news. Hard sports news includes topics such as transfers of players, injuries, changes to rules and, increasingly, announcements of sponsorships and contracts for television. Or summarized they are “addressed to events and issues adjudged to be immediate or of prime importance, accompanied by banner headlines and striking news photographs. Such reports, for example in soccer and cricket, supply results and match statistics, describe prominent individual performances, evaluate the game overall and adjudge the event’s significance.” (Dahlgren & Sparks, 1992: 100) As it can be anticipated after the discussion about hard and soft news above in the text, there is no surprise that news about sports celebrities are considered soft news:

“This form of sports writing differs from the previous category in that its treatment of sport is less news and more entertainment oriented (sometimes described as ‘infotainment’). The approach is akin to magazine journalism devoted to star gossip in field such as film and popular music. The major focus here is biographical, concentrating on the recounted experiences, tastes and opinions of star sports personnel.” (Dahlgren & Sparks, 1992: 102)

However, in contrast to the perception of the general concepts of hard and soft news, when it is about sports news, there some maybe unexpected differences:

“Hard sports news “subordinates the reader by means of the depersonalization and naturalization of its stories. Soft sports news, in spite of its often self-consciously parodied excess of trivia and melodrama, reproduces the sporting power structure through its emphasis on celebrity and its mechanical simulation of a common speech assigned to, rather than emanating from, its reader-consumers” (Dahlgren & Sparks, 1992: 110)

This is to show that sometimes, and especially when we talk about news regarding entertainment, soft news can better express the nature of the field in question and can easily be perceived by the public. This is so because, as quoted, soft news rely more on personalization, on protagonists and thus are closer to the public which identifies with the sports stars. While hard sports news often lack the personalization element, it can be said they try their heart to reach the consumers.

What is important to conclude from this part of the theory chapter is the rising significance of sports journalism nowadays, including especially soft news about sports celebrities which could be better perceived by the mass public. “Yet sports journalism’s location within large, formal media organizations leads it to be in some sense alienated from its readership. Ironically, the more strictly professional it becomes, the more isolated it is from sports supporters.” (Dahlgren & Sparks, 1992: 109) And this is another very good point, which will be further discussed in terms to the questions of user-generated content and whether websites about sports news and sports celebrity news should exist as separate media brands.

New Media and Digitization

The emergence of new media has dramatically changed media landscape in recent years all over the world, including Scandinavia and Norway. Yes, new media have always emerged in the history as it was the case with the emergence of Gutenberg’s press and later the electronic media - radio and television. However, it seems that never has the change been so radical. Why is it that, which media are new and what opportunities and consequences come from them? Those are some of the main questions discussed in this section of the theoretical chapter of the thesis.

First of all, what media are called “new media”, how we distinguish them from the so-called “traditional” media? “We can define new media as those forms that combine the three Cs: computing and information technology (IT), communication networks, and digitized media and information content..., arising out of another process beginning with a ‘C’, that of

convergence” (Flew, 2005: 2) Furthermore, “The idea of ‘new media’ captures both the development of unique forms of digital media, and the remaking of more traditional media forms to adopt and adapt to the new media technologies. Indeed, the lines between ‘new’ and ‘old’ media are hard to draw.” (Flew, 2005: 3f) Exactly the convergence is the process that makes the emergence of contemporary new media so significant, changing the landscape more radically than ever. “Convergence stems from a migration towards common digital technologies right across the communications industry and in all stages of production and distribution of media content. The term refers to the coming together, on account of shared use of digital technologies, of sectors and product markets that were previously seen as distinct and separate.” (Doyle, 2013: 25) Convergence has made it possible to read newspaper, watch TV or listen to radio on one and the same platform, but this would not be possible without the digitization of media, without the emergence of digital media, which are actually the so-called “new media” of contemporary times. “Digitization is the process of changing content production, storage, distribution, and consumption from an analog to a digital base. Its most important characteristic is that it changes these bases from physical form to binary electronic form.” (Picard, 2011: 6) Therefore, the “new media can also be thought of as digital media. Digital media encompasses forms of media content that combine and integrate data, text, sound, and images of all kinds; are stored in digital formats; and are increasingly distributed through networks such as those based upon broadband fire-optic cables, satellites, and microwave transmission systems.” (Flew, 2005: 2) All new media objects have become numerical representations and as a consequence, they can be described mathematically and they are subject to algorithmic manipulation, i.e. media become programmable. (Flew, 2005: 10) “All existing media are translated into numerical data accessible for the computer. The result – graphics, moving images, sounds, shapes, spaces, and texts become computable, that is, simply sets of computer data. In short, media become new media.” (Flew, 2005: 9) Such media, or forms of digital information, have the characteristics of being manipulable, networkable, dense, compressible and impartial. (Flew, 2005: 2) The new media forms are associated with the digitization and convergence. And the most significant and most used new media is the Internet. “The Internet constitutes the electronic network of networks that link people and information through computers, and increasingly through other digital media technologies, and allow for both interpersonal communication and information retrieval.” (Flew, 2005: 4) And the Internet has clearly become part of people’s life since its introduction: “The number of Internet users worldwide has grown by an estimated 480 percent since the year 2000 to over two billion people

(Internet World Stats 2011).” (Hutchins & Rowe, 2012: 4) What has stimulated the emergence and rapid development of new media in recent years is undoubtedly the emergence and development of new technologies. The development of computers, mobile phones, smartphones, but also the innovative technologies incorporated in them are a factor without which it would have been impossible the rapid development of new media. “The major shift in media technologies has been from the storage, delivery, and reception of information in analogue formats to storage, delivery, and reception in a digitized form.” (Flew, 2005: 8f) And there have been many consequences coming from the rapid development of new media. First of all, convergence and digitization facilitate the interactivity. Interactive media forms are those that give users a degree of choice in the information system, both in terms of choice of access to information sources and control over the outcomes of using that system and making those choices.” (Flew, 2005: 13) The interactivity consists of two elements – interconnectivity and interoperability, without should both be present in order to have true interactivity. “The other major development associated with new media technologies is networking, or the capacity to carry large amounts of information to a series of interconnected points.” (Flew, 2005: 15) This is related to the Manuel Castells’ theories of the network society and the new economy. Castells argues that networks “constitute the new social morphology of our societies.” (Castells 1996: 469) “Digital media encompasses forms of media content that combine and integrate data, text, sound, and images of all kinds, are stored in digital formats, and are increasingly distributed through the digital, networked environment.” (Flew, 2005: 83) “This concept of networking based upon the Internet has been at the centre of claims that the current phase marks the emergence of a ‘new economy’, or what Manuel Castells (1996, 2000b) terms a network society.” (Flew, 2005: 15f) According to Castells “the new economy is organized around global networks of capital, management, and information, whose access to technological know-how is at the roots of productivity and competitiveness” (Castells 1996: 471)

The emergence of new media has revived the ideas of Marshall McLuhan and his famous theory that “the medium is the message”. According to him technologies are extensions of humans, they extend our human capacities: “The personal and social consequences of any medium – that is, of any extension of ourselves – result from the new scale that is introduced into our affairs by each extension of ourselves, or by any new technology” (McLuhan 1964: 23) Following the ideas of McLuhan the understanding of the electronic culture is not in the technologies, but in the electric light, which is pure

information, “a medium without a message”. And it can have content only in conjunction with another medium:

“The electric light escapes attention as a communication medium just because it has no ‘content’. And this makes it an invaluable instance of how people fail to study media at all... The message of the electric light is like the message of electric power in industry, totally radical, pervasive and decentralized. For electric light and power are separate from their uses, yet they eliminate time and space factors in human association exactly as do radio, telegraph, telephone and TV, creating involvement in depth” (McLuhan 1964: 24f)

The digitization and the emergence and development of new media had had also consequence on how people consume media content. It has led to fragmentation of media and the audience. And this a very important change, of great importance to how media distribute their content to people. The new delivery platforms “not only facilitate the delivery of additional content options, but also multiply the platforms in which any one piece of content can be accessed.” (Napoli, 2011: 55) Fragmentation in the economic aspect for media will be discussed in the next section of this chapter. Here it is relevant to note that audience fragmentation means also that audience gratification of using media has become of even greater importance.

Last but not least, digitization has been at the core of the growing ‘informatisation’ of society:

“The informatisation of society is marked by both the comparatively faster growth of those sectors associated with the production and distribution of information and communication, and by the generalized use of information and communication technologies (ICTs) in all areas of economic activity.” (Flew, 2005: 9)

Digitization and convergence have impacted also media economics, have made media to invent new business models and to search for new, innovative ideas to adapt to the new media landscape. The consequences of digitization and convergence on new media will be discussed in more details in the next section of the theoretical chapter. However, it is worth noting before that the digitization and convergence would not have had such great and rapid impact without the related to them process of globalization that has happened in the recent decades. “The term globalization has been around since the 1980s and can have different meanings but, in an economic context, is usually taken to refer to the gradual whittling away of national boundaries through removal of legal or logistical impediments to transnational trade in goods and services.” (Doyle, 2013: 24) Actually those processes are interlinked and interdependent, they have helped and eased each other. And this is even of greater importance to be

mentioned in the outlined context of this theoretical chapter, related to the Nordic region, and particularly, Norway. Because as it was already mentioned, globalization has been identified as one of the threats for the Nordic Media Welfare State. Consequently, globalization and the related to it processes of digitization and convergence can be one of those factors that could trigger and enable the tendency pointed out by Hallin and Mancini that media systems are becoming closer to the Liberal Model. And the Media Welfare State and its principles that distinguish so much the Nordic countries even from the other Democratic Corporatist countries can thus be in danger. However, this could be also an opportunity for those that could see the changing media landscape in the world influenced by the rapid and turbulent processes of globalization, digitization and convergence.

Media Economics

As already discussed journalism and media have as a goal not only to serve to the public interest. As any other businesses they have also economic goals, which they should fulfill in order to be able to exist and to be competitive. Moreover, media are specific business as they are a two-sided market. On the one hand media sell their product to their direct customers – the consumers of media content. On the other hand, media “re-sell” that content to advertisers for the right their advertisements to reach the audience through the media channels. This creates another controversy between the public interest and the economic goals of media. However, media should keep balance between their goals – they cannot afford not to be economically efficient, but they cannot afford to lose audience’s trust either. That is why the audience has central role for media – audience pays for media content and at the same time is a resource for media to attract advertisers.

Having in mind those specifics of the media market, the development of new technologies, the emergence of new delivery platforms and the processes of globalization, digitization and convergence have changed dramatically the media sector in recent years, introducing both opportunities and threats for media incumbents.

One of the most significant changes introduced by the emergence of new media such as the Internet has been that media content could reach more people in less time. This is economically efficient, giving the media the opportunity to sell their content to potentially much more people through the multiple platforms. “The transition towards digital platforms – the Internet being the principal example – means that content of all kinds can circulate and be delivered to audiences across numerous settings” (Doyle, 2013: 25).

Furthermore, media can easily “repack” and “re-sell” their content through different platforms without high costs. This is again because of the specifics of the media business. Media content is intangible and thus cannot be used up no matter to how many consumers it is delivered. This is the characteristic of media content being a “public good”, which means that unlike other goods such as food or clothes for instance, it can be delivered to other consumers not only without being used up, but also very cost-efficiently thanks to the emergence of the new digital platforms. (Doyle, 2013: 14) The initial cost to create a public good can be very high, but after that the marginal cost for supplying an extra unit of media content to one more consumers becomes closer to zero. (Doyle, 2013: 14) Therefore media can benefit from economies of scale and scope. “Economies of scale are said to exist in any industry where marginal costs are lower than average costs. When the cost of providing an extra unit of a good falls as the scale of output expands, then economies of scale are present.” (Doyle, 2013: 15) “Economies of scope arise when there are some shared overheads, or other efficiency gains available that make it more cost-effective for two or more related products to be produced and sold jointly, rather than separately.” (Doyle, 2013: 16) It is thus media’s goals to deliver as many copies of their content as possible to as many consumers as possible through the variety of the new delivery platforms brought by digitization. And that is why multiplatform approach of delivering media content has become very popular amongst media organizations in recent years after the emergence of the Internet, smartphones, tablets, etc. Convergence makes it possible media content to be easily reshaped and delivered through many channels.

However, the emergence of new media and the digitization have had another important impact on media economics. New media are characterized by easy access and searchability. Another plus is the easiness to copy media content. Furthermore, the Internet, for instance, has made it possible almost everybody to create media content and to be able to deliver it to potentially unlimited number of consumers. In other words, this has led to lower entry barriers to start a media business, which has traditionally required a lot of initial capital. Nowadays, the easiest way to create your own media is to create a website. This, in turn, has led of course to greater competition on media market and of the emergence of the so-called user-generated content, which has great potential when used by media organizations in the right way. Actually, user-generated content is a great opportunity for media, as it is not only the cheapest way to create content, but also is created by consumers for consumers. And who if not consumers themselves know better what they want to consume? The success of social platforms such as Facebook, Twitter and Instagram based on user-generated content only

prove that. And what if this approach is implemented in the right way in each media business model?

To summarize, cost-efficiencies introduced by digitization and convergence have facilitated the opportunities for media content creation. Creating a website is the easiest way to enter on the media market nowadays. However, to be competitive on the media market nowadays requires a multiplatform strategy for development.

As already mentioned, digitization has brought the opportunity every consumer to be not only a passive consumer of content, but also a creator of content. In other words, another consequence from digitization and the emergence of new digital media has been the facilitated interactivity. And this has had its reflection on media economics:

“From a business perspective, the reported benefits of two-way connectivity include improved information about reader preferences, the availability of user data for purposes of selling behavioral advertising, and opportunities for closer engagement with readers which, in turn, may yield other forms of commercial revenue.” (Doyle, 2014: 8)

Therefore, interactivity facilitates media, and consequently advertisers, to get better knowledge of who the consumers of their products are and what their preferences are. Knowing what content consumers read, watch or listen to, helps advertising to be targeted. And this is a great advantage of new digital media that differs them from traditional media and makes them more attractive for advertisers, which as was already mentioned is the one of the two sides of media market. Consequently, there is greater potential a website not only to be created and to deliver its content at a minimum cost, but also to find advertisers, as thus they can match best demand and supply – the two pillars of merchandising.

Furthermore, as already outlined in the previous section of this chapter, new media have led to fragmentation of media and audience. The cost-efficiencies and opportunities brought by new technologies have made it possible the emergence of specialized media, dedicated to different target groups. Media fragmentation is inter- and intra-media fragmentation. Inter-media fragmentation refers to the emergence of more than ever delivery platforms, while intra-media fragmentation is related to the increased bandwidth and channel capacity of broadcast television, radio, cable, satellite and online. It is also related to the disaggregation of media content. (Napoli, 2011: 55-56) The fragmentation is highly related to the already mentioned in users’ gratifications. This fragmentation has also led to the emergence of many new, highly-specialized, small niche media. And the tendency has become that the more specialized the media is, the better. And media have become specialized

not only in different areas such as politics, sport, hobby, etc. There have emerged media specialized for specific demographic or age groups. Therefore, a good approach is to create media in a very specific area of interest. However, it logically comes the question – how such media, targeting a limited number of consumers, would be economically efficient, because as already mentioned media's goals are not only to serve the interest of its public, but also to be a profitable business. And the answer can be found in Chris Anderson's long tail theory, which argues that niche content can become as profitable as popular content over time:

“Our culture and economy are increasingly shifting away from a focus on a relatively small number of hits (mainstream products and markets) at the head of the demand curve, and moving toward a huge number of niches in the tail. In an era without the constraints of physical shelf space and other bottlenecks of distribution, narrowly targeted goods and services can be as economically attractive as mainstream fare.” (Anderson, 2006: 52)

In other words, in a long perspective, according to the theory, the tail can equal the head, the niche products can become as profitable as popular products. However, “The Long Tail starts with a million niches, but it isn't meaningful until those niches are populated with people who want them.” (Anderson, 2006: 52) And here comes the role of the new digital media that offer practically unlimited storage place and opportunities to supply even not popular content at cheap prices. This enables media to offer greater than ever variety of content. However, this is not enough, that content should be easily searchable. And new digital media provide that option as well - to easily find the content you want, a process facilitated by the navigation systems. In those conditions and when no bottlenecks niche product can collectively become even more profitable than hits. However, it should be noted that media fragmentation leads also to audience fragmentation, thus giving the audience more autonomy to choose and control the content. As a consequence, “the long tail phenomenon has been nearly devastating to most media enterprises involved in the production and sale of audiences. An increasingly fragmented media environment allows the tail of audience attention to continue to lengthen, diminishing the audience for each individual content option.” (Napoli, 2011: 66) However, it can be concluded, based on the Chris Anderson's theory, that niche products, such as specialized websites can be profitable, but only in combination with other, popular and successful products. Moreover, this means that in the context of this thesis' topic, a website specialized in sports celebrities' news should be created in combination with other niche products, other specialized websites, such as for example business sports website, sports training website or other websites specialized in other areas of interest. They should be

interlinked and connected also to some popular products, for example a major sports website or a popular news website. In other words, it seems that there is a potential in the idea a specialized sports celebrities' website to be created, but the best strategy for a successful development is that website to be part of a greater media house, offering different products, among which popular and already successful ones, so that Chris Anderson's long tail theory to take effect. This is especially important in the context of a country such as Norway, where the market for Norwegian-language website is not so big and at the same time media are very well developed and people have established habits of media consumption which are difficult to change and they are loyal to the already established brands.

Media Innovations

There have always been introduced new media and delivery platforms in the media history. However, even the emergence of the electronic media cannot be compared with the rapid and radical change that has been seen in the end of 20th and the beginning of 21st century with the introduction of digital media. "The emergence of the Internet is considered as one of the most radical innovations in the communication field in recent years." (Küng, Picard & Towse, 2008: 52) And in the basis for this change have been the innovations and the unprecedented technological progress that has happened in the last few decades. "Innovation and technological advance are inextricably linked. Innovation is the motor of technological advance, and organizations must innovate in order to respond to this advance." (Storsul & Krumsvik, 2013: 9) Therefore, media should adapt to those innovations or become victims of the creative destruction of innovation, a concept invented by Joseph Schumpeter many years before the turbulent technological progress and the emergence of digital media. There has always been innovation and exactly it is, according to Schumpeter, what drives economic and social advance. Therefore, innovations can change societies, they have great significance. And innovation "implies introducing something new into the socioeconomic system. Furthermore, what is new is not necessarily an invention but more typically new combinations of existing ideas, competences and resources" (Storsul & Krumsvik, 2013: 14). It is important to note that innovation is different than invention: "An invention is a new idea or a new theoretical model, while an innovation is the implementation of this invention in a market or a social setting." (Storsul & Krumsvik, 2013: 14) However, as a consequence of innovation, the old and established economic order is destructed. This process is indeed called "creative destruction" and is important part of the innovation process. In other words and in media context, in a period of rapid technological progress and innovations, media incumbents should

adapt to the change or they can become “victims” of the creative destruction, they should innovate or become uncompetitive. “Online advertising is one of those “gales of creative destruction” that will reshape several industries and radically change traditional ways of delivering advertising messages from sellers to prospective buyers.” (Evans, 2009: 50) In such conditions, networks as systems of organization within media industries have become of great importance. (Doyle, 2013: 53) Thus, digitization has boosted mergers and corporate growth – both horizontal, vertical and diagonal. In other words, it is not a reliable strategy for media to drive their business on their own in the new digital era, without any strategies of cooperation with other media. Hence, it can be concluded that innovation has led to changes in business models and organizational structures of media.

“The majority of successful business model innovations are actually combinations or re-combinations of existing elements. Thus, the media’s innovative energies are perhaps best devoted to finding ways to extend existing competencies and assets in new fields, and to redeploy people, processes or products in new ways or for new markets, than to creating new into the world media concepts.” (Storsul & Krumsvik, 2013: 10)

Nevertheless, the coupling of advertisers and media consumers has remained a central business model for media industries. (Krumsvik, 2012: 730)

Innovation in media in recent years has led also to exceeded control of single actors. As already mentioned, consumers of media content have become also creators of media content. Innovation has boosted the user-generated content, which has great potential to be used by media organizations. And users can also introduce innovations. Then we talk about user innovation – it is when the developer expects to benefit by using it. It is different than manufacturer innovation when the developer expects to benefit by selling it. (Hippel, 2005) And this something that could be user for the creation of a website about sports celebrity news, and especially if this website will offer free content, relying only on advertising incomes. However, those opportunities will investigated further in the researches in this thesis.

Theory Chapter Conclusion

What could be concluded from all the theoretical perspectives outlined that the idea of a creation of a specialized sports celebrities’ website in Norway has potential from theoretical point of view. However, its success is highly dependant on several factors and how it is made. First of all, it should be taken into account the setting where it is intended to be created – one

of the highest-developed regions in the world with strong traditions in journalism principles – Scandinavia, and in particular – Norway. This makes it seem difficult for a media with commercial content to thrive. However, as pointed out by Hallin and Mancini, there is a tendency that media systems become closer to the Liberal Model, which puts accent on commercial content, on the interest of public, rather than on the public's interest. And this is a exactly a great opportunity, an empty space, that, if this theory proves to be true (and there are reasons that can make us believe this could happen, such as the process of globalization, pointed out by Syvertsen et al. as one of the threats for the Nordic Media Welfare State), can exist in Norway for the creation of such media content. However, this does not mean that such media will not rely on journalistic principles in the sake of economic profits. As it was discussed, soft news and popular journalism could not always imply something bad, and especially in the context of soft sports news, this type of news is even closer to consumers, which can obtain news about the protagonists in sport, about their idols. Celebrity news does not necessarily mean trash news. And exactly here comes the opportunity for a new media to show this to people and to break the myths about such content, offering a quality product, not based on scandals and gossips, but informing about real facts about sports celebrities' life outside the sport arena. And this is not against any journalistic principles, as sports stars have different status and the threshold for media coverage of their personal life is not the same as that of ordinary people. Furthermore, new media and digitization have introduced many new opportunities to create cheap media content that can be delivered to more and more people using the Internet on their laptops, smartphones and tablets all over the world. And as already pointed out, there is no easier way nowadays to start media than to create a website, which has not only the advantage to be cheap, but also to rely on interactivity and user-generated content. It has been suggested that such website should not exist on its own, but to be part of a bigger and popular media company, and at the same time as a separate identifiable brand interconnected to other specialized websites, so that it can benefit as a niche content media, following Chris Anderson's long tail theory and the networking tendencies in media economics nowadays. Last but not least, in order to be successful – both in providing additional value for its consumers and in economical aspect, such website should be innovative from the very beginning, offering not just news content, but involving users and being a meeting point for people with common interests. It should combine resources and ideas in a new way, having distinctive business model. However, this is what theories say. In order to test the theories, this thesis should build on them and investigate further through the means of the research methods.

Methodology

Introduction.

This chapter will present the methodological design of the study in this thesis. It will present the methods employed for the purposes of the study. I will try also to justify their choice and to present a detailed description of the steps I took when preparing and conducting the researches.

Methodological Design of the Study

As it was already mentioned, this thesis tries to find out if there are grounds for the creation of a Norwegian website specialized in “sports celebrity news”. That is why one general research question was outlined: *What are the grounds for the creation of a Norwegian website specialized in sports celebrity news?* In order to answer this question, the thesis has already discussed the theoretical perspective on which such a project is based. However, as concluded in the theoretical chapter, it may seem that theoretically there are grounds for the creation of such website, but it is needed to be performed also a practical research in order to double-check to what extent the theoretical conclusions can be confirmed in the practice, and particularly in Norwegian context. Therefore, this thesis investigates two sub-research questions using two media research methods. And answering the sub-research questions will not only build on the already theoretical context, but it will also lead to answering the general research question. Therefore, the general methodological design of this thesis will be of a mixed-method type, employing both quantitative and qualitative methods in order to answer the first and the second research question respectively. Moreover, this study has a sequential explanatory design employing surveys in order to answer the first sub-research question and qualitative interview to answer the second-research question: “In the first stage of a study, we conduct the collection and analysis of quantitative data, followed by the collection and analysis of qualitative data.” (Lobe, Livingstone, & Haddon, 2007: 15) This methodological design gives the opportunity to firstly investigate a certain area in a broader view, to find out data and make some general conclusions, answering questions such as what, who, how many, how often. Then, employing a qualitative method makes it possible to gain further insight into the subject of investigation and to try to explain some tendencies noticed and summarized using the quantitative method, thus answering of questions such as how and why. However, the choice, advantages and application of both methods employed in this study will be

justified and discussed with more details further in this thesis, starting in this chapter with the research of the first sub-research question.

Research Method – Survey

Selecting the method.

In this section I will try to justify my decision to employ surveys in the first part of my research. Surveys are a quantitative research method, used for asking questions of people in a similar way across a wide variety of potential settings. (Schrøder, Drotner, Kline, & Murray, 2003) “Surveys gather information from people by asking them questions about themselves. Surveying implies space – viewing a whole, such as a social landscape, from a particular vantage point.” (Schrøder et al., 2003: 225) The aim is to obtain a broader view of the subject under investigation, to explore it, rather than search for in-depth information and explain causalities. “Surveys ask people questions and accept their answers as data. They look for general patterns rather than exploring in depth why a particular person did a particular thing.” (Schrøder et al., 2003: 245) Furthermore, surveys are used when we need to examine a large group of people, not a relatively small one, as for instance when we conduct qualitative interviews. “Surveys represent the drive in the human sciences to categorize or generalize social phenomena, the will to find unity out of the buzzing confusion and diversity of everyday life.” (Schrøder et al., 2003: 224) Surveys are used when we seek answers of questions such as “what?”, “who?”, “which?”, “how many”, and not “how?” or “why?”: “Surveys are used if your umbrella question is implicitly representative (how many people would watch? or like?; implicitly comparative (who prefers A to B); describes a relationship (women use the Internet less often than men); or seeks to influence something (what increases support for regulation of offensive contents on the Internet?)” (Schrøder et al., 2003: 245)

Therefore, it seems those characteristics of surveys match the goals set in my first-sub research question which tries to get a broad view of whether people in Norway tend to obtain sports news, and particularly celebrity sports news. Moreover, it is among my aims to find out types of sports news, which media channels and brands are most popular among people to obtain sports news in Norway. Based on this criteria, surveys can also help me make demographic comparisons in terms of gender, age and sex of the population under investigation, and thus, would help me outline what the target group of a specialized celebrity sports website would be: “Surveys tend to examine a range of questions, units of observation, or variables, to see possible patterns of convergence or divergence in audience practices.” (Schrøder et al., 2003: 225)

Survey design.

There are two main groups of formats for conducting a survey: direct interviewer-administered formats and indirectly administered formats. “*Direct interviewer-administered formats* are face-to-face personal, telephone and computer-assisted telephone interviewing” – (Schrøder et al., 2003: 246) “*Indirectly administered formats* include mail or Internet surveys, which ask written questions and rely on the respondent to fill them out.” (Schrøder et al., 2003: 246) I decided to use an indirectly administered format of survey and more specifically, an Internet survey, which is cheaper and easier to be conducted for the purposes of an academic research. Moreover, the design of the survey I conducted was of a self-completed interview type, although having in mind some disadvantages this might bring: “The defect of self-completed interviews is their low response rate: respondents have little motivation to do the work. Questions are often answered out of order (according to the individual’s interest or lack thereof) or not answered at all. In addition, written questionnaires or diaries are less likely to successfully elicit responses to more open-ended questions: the more work a respondent has to do by herself, the lower the response rate.” (Schrøder et al., 2003: 246)

Therefore, I conducted a survey on the Internet in the period between 06.12.2014 and 06.02.2015, using the online platform of Qualtrics. I used a “snowball” method in order to find respondents on some of the most popular social media on the Internet, such as Facebook, Twitter and LinkedIn. I started sending invitation for participation to my friends, connections and groups in which I am a member, asking the people not only to fill out the questionnaire, but also to share it with their friends, creating a “snowball” effect. However, I found out that I received responses only in the first 2-3 days after I sent invitations. This means that people, whether they participated in the survey or not, did not tend to share the invitation with many of their friends in social media. Therefore, I continued regularly sending invitations in all my profiles and this tendency was confirmed. “Means of enhancing response rates include offering incentives, callbacks at more convenient times, and regular reminders of the invitation and appointment for participation.” (Schrøder et al., 2003: 247) However, I did not want to send invitations too often. That is why I found out the best practice was to send invitations for participation of new respondents every week. The result was that I obtained regularly new responses, although there was a tendency to receive less and less responses every next week. To this contributed also the limitation I intentionally included in the survey that one person could fill it only once and if they tried to participate again the system did not allow this. However, I think this was an important limitation I had to include in order to obtain more objective and less biased results. Finally, after two months conducting the survey

I was receiving so few new responses that there seemed to be no point in continuing the survey.

Sampling.

“Sampling assumes that we know how to select a respective group of individuals for the specified population.” (Schrøder et al., 2003: 189) As already mentioned, the survey was conducted online with random participants, although because I used a snowball method there should be taken into account that the selection of participants was not completely random, as I was sending invitations only to my connections and groups I participated in on the social platforms Facebook, Twitter and LinkedIn. Furthermore, I limited the respondents that could participate to only those who were 18 years or over and could understand a Norwegian language. The age limitation was introduced because of ethical considerations, because in order people younger than 18 years old to participate in a survey I would have needed permission from their adults. And this could have been a very difficult task especially when conducting an online survey and could have taken too much valuable time and as already mentioned I had a very limited time to conduct the survey in order to follow the plan to submit my thesis on time. That is why I explicitly mentioned this requirement and made everybody who participated to confirm he or she was meeting this requirement by agreeing with the requirements for participation. However, I have to admit this is a disadvantage for my survey, because thus I was not able to receive many responses from a valuable segment of young people who could be potentially interested in my website as it could be assumed many of the fans of sports celebrities are teenagers. This will be discussed in more details in the section for the results of the survey, because it could also mean there would be even potentially better results if those people participated in the survey. In regards to the limitation of the Norwegian language, I can easily justify it by the idea that I want to create a website in Norwegian language and I am interested in finding out more about the habits of people who read, listen and watch news in Norwegian language only. That is why, by making the survey in Norwegian language, I easily made that it would be completed only by people understanding Norwegian language and the results would not be biased in this aspect.

My initial target was to close the survey when I obtain a sample of 100 responses. “A customary sample size for academic study is 100 – at the 95 per cent level of confidence, we would expect an estimate from our population to lie within a range + or – 10 per cent” (Schrøder et al., 2003: 191) However, I decided to close the survey after two months although I obtained in that period only 45 completed responses out of 97 started surveys

which gave me a rate of 46 % completed surveys. “In general, academic studies obtaining 50 per cent or more are considered good. Mail surveys routinely have response rates in the 30-40 per cent range.” (Schrøder et al., 2003: 247) The first reason was that although I had a goal to receive 100 responses which is a usual target in surveys, evidences show that in academic surveys it is accepted to obtain far less responses, exactly because there is lower rate of participation: “Sample sizes are often smaller in academic study, unless it is subsidized; 30 to 50 cases, however, is frequently the floor for small-sample statistical testing, and is usually the minimum for exploratory quantitative studies.” (Schrøder et al., 2003: 191) Moreover, the rate is even lower when conducting an online survey: “Online surveys share the characteristic of the self-administered mail-out or diary method: they tend towards low response rates.” (Schrøder et al., 2003: 236) Another factor influencing my decision to close the survey before I have obtained 100 responses was the time limitation coming from the deadline set for submission of the thesis which made me keep to the scheduled plan and proceed with the analysis of the results and the other parts of the paper in order to be ready on time. Yet another reason is that conducting a survey in a way so that the results of it could be generalizable to the whole population of a country is an expensive activity. Furthermore, the main purpose of this survey has not been to generalize the results, but to show that the author has the knowledge to apply methods for media research in a proper way, which could serve as a preparation for further, generalizable researches. “Since there are few sources with exhaustive directories of Internet addresses (like the telephone companies), it is not possible to sample randomly or reliably. There is a self-selected nature to those who choose to participate, and it is not possible to project to the general public, and especially not to those offline.” (Schrøder et al., 2003: 236)

However, when a survey is conducted, a key aspect to take into account is the sampling error: “A calculation called the sampling error estimates the extent to which the sample differs from the ‘universe’ or population from which it was selected.” (Schrøder et al., 2003: 191) And I have to admit that by closing the survey with less than 100 fully completed responses received, the sampling error was bigger than initially expected: “The larger the sample, the smaller the margin of error in estimates. After a sample is greater than 0.0001 of the total population, its size has very little impact on confidence levels for generalization.” (Schrøder et al., 2003: 191)

However, as I already mentioned, I will be careful to generalize the results I have obtained, although this is one of the main purposes when employing a survey as a method. Admitting this, I am only testing my knowledge in conducting a survey and in addition I think

I can still find out some tendencies and receive valuable results to discuss, despite the already mentioned constraints which would not make my results generalizable, or at least would make not only the sampling error, but also another key aspect – the margin error, too big. “While there are complex statistical formulae for choosing sample sizes, most depend on the confidence level wanted (usually not less than 95 per cent). We call this the ‘margin error’. And the confidence level is related to the sampling error, it shows how many times of attempt to replicate the study, the results will be accurate.” (Schrøder et al., 2003: 191)

Designing the questionnaire.

Structure and types of questions.

According to Schrøder et al., questionnaire design must start by anticipating question answers and the contexts under which they are given. There are four types of information that can be collected: demographic, behavioral, cognitive and affective. Behavioral information is about what people say they do, use or buy, about their consumption when spending on goods and services. Cognitive information refers to how people think, what people prefer or believe. Affective questions ask respondents to describe or to project their moods, emotions, feelings or metaphorical associations. (Schrøder et al., 2003: 254-257)

The questionnaire I used for the survey (attached in the appendix of the thesis) consisted of two parts – 8 main questions about sports news and 10 about sports celebrities news consumption in the first part, as well as 5 demographic questions about respondents in the second part in order to obtain valuable information according to which to make important comparisons, differences and discussions for the purpose of the thesis: “you need to know how to describe the basic personal attributes of the people you want to talk to: your ‘target population’. This descriptive information is often called *demographic information*, including gender, age, household size, racial information, employment status, income or occupation, which describes what people are” (Schrøder et al., 2003: 255f) In my questionnaire I have mostly used questions regarding behavioral (“How many times a week do you normally read, watch or listen to news about sports celebrities?”). However, there are also some questions that can be said to regard not only behavioral, but also cognitive information: “Which media do you prefer in order to obtain Norwegian language news about sports celebrities?” Although admitting I have asked too many questions, which could have led to lower response rate, I think all questions were important in order to obtain as full view of the subject of research as possible and the questions were designed according to the keys to self-reflexive sensitivity in question design: “respondents must mostly have the same idea of what both a

single question and a body of questions are about”, “respondents should have the required information sufficient to answer”, “the question should be relevant/salient to respondents (so they pay attention and want to answer), “the researcher should specify as fully as possible the perspective that respondents should adopt when framing answers, to aid in comparability.” (Schrøder et al., 2003: 254)

Conducting a survey has some advantages coming from the standardized questionnaire used: “Standardized survey questionnaires cost less, in terms of both time and money, than personal in-depth interviews. They easily allow data comparisons across widely varying populations, and deliver better potential for generalization.” (Schrøder et al., 2003: 253) And survey questionnaires can be constructed of open- and closed-ended questions. “An *open-ended question* seeks an answer the respondent is free to construct.” (Schrøder et al., 2003: 253) “*Closed-ended questions* fix the categories of choice for the respondent.” (Schrøder et al., 2003: 253) For the purposes of my research I used closed-ended questions, because of some disadvantages of the open-ended questions. First of all, open-ended questions tend to have lower rate of response, because they require more effort and time from respondents. “Open-ended questions, much more difficult for respondents to answer, are often avoided in questionnaires.” (Schrøder et al., 2003: 253) Secondly, unlike closed-ended questions, open-ended ones are difficult to standardize and analyze, and thus using a lot of them decreases the advantage of the surveys to explore large audiences through a standardized questions and respectively – answers. They can also be differently interpreted across different cultures. However, some of the closed-ended questions were constructed in a way to include an option for giving an open-ended answer as a clarification when a certain option of the closed-ended question is selected: “Is there anything that lacks or could be better in regards to the offering of Norwegian language news about sports celebrities on the Internet?” with possible options to select: “yes”, “no” and “I don’t know”. The thing is that if you select yes, you are asked to specify what you think lacks or could be better. However, I chose not to make it mandatory to fill in an answer and the respondents could only select “yes” and if wanted, they could add an open-ended answer. Actually, I chose to make all questions in the questionnaire not mandatory to answer, thus avoiding people giving an answer they do not want to give and forcing them to do that only because the question requires an answer. In stead, I included in all questions the option “I don’t know”: “Interpreting answers such as ‘don’t know’, ‘can’t recall’, ‘undecided’, ‘no opinion’, ‘it depends’ and ‘neutral’ is all-important. These represent quite different knowledge states.” (Schrøder et al., 2003: 250) In this way I avoid receiving answers biased because of the structure of the question or the offered answers: “How do we

manage non-attitudes? The first and best way is to allow the respondent an ‘opt-out’ clause: using ‘don’t know’ or ‘no opinion’ as a filter for later questions.” (Schrøder et al., 2003: 251) I also tried to always include the answer “other” with an option for respondents to specify the “other” answer with an open-ended answer.

In regards to the reason which made me include such type of questions, it is important to clarify that I did this because in the process of constructing the questionnaire I realized there were some questions for which I had to list too many possible answers and still not to be sure if all possibilities were covered. What is more, in this way I was able to combine two questions in one. Therefore, it can be said I have used some of the advantages of the open-ended questions, although not directly asking open-ended questions. They can well be used to develop the categories for the closed-ended questions and thus are extremely valuable in pilot surveys, which I also conducted before I started the official survey and will be discussed later in this chapter. Furthermore, “Open-ends are probably the only way to explore language issues on a broad scale (to see if meanings of key terms are shared, or if new slang or language is emerging), to avoid imposing response categories or specifying too many possible responses.” (Schrøder et al., 2003: 253) This is indeed one of the reasons which made me included open-ended questions in my survey – as already mentioned, I have some questions in which I had to specify too many possible responses and in stead of making people to read too much information which could confuse them and even make them skip the question, I decided to convert such questions in open-ended.

However, the questionnaire of my survey consisted of closed-ended questions, because of their proved advantages: “The analytic costs of closed-ended questions are well known. They may elicit answers where no opinion or knowledge exists, they may over-simplify or distort issues, they may ‘force’ or ‘coerce’ an answer or they may be boring to answer.” (Schrøder et al., 2003: 253-254) Moreover, closed-ended questions have the advantage to be easier to administer, decode and process for large samples. They give also a variety, because there are five main types of format: dichotomous, checklists, ranking, rating, trade-offs. Dichotomous are yes/no (two-category) answers to simple, single questions. Checklists are questions that list a range of items in the body of the question and ask which of the following someone owns or uses. It is very important when using checklists to specify if single or multiple answers could be selected. Ranking questions ask respondents to choose their favorite, second favorite and third favorite things. However, it is important to point out that it could be difficult for respondents to sort through their recall and answer. Therefore, it is a good practice to limit the number of selections allowed. Rating questions ask if people have

positive or negative attitude towards something. They can be used for checking the extent of agreement or disagreement with an idea. Rating questions are often followed by open-ended questions, asking for example “why?” (Schrøder et al., 2003: 254-259). Trade-offs are used when asking about complex issues:

“Instead of trying to artificially truncate the perspectives on the issues into a dichotomous answer (some people say, other people say), researchers often try to probe whether views will change as further information about the consequences of a stated view is introduced. The ‘trade-off’ scenario is an effort to accommodate complexity.” (Schrøder et al., 2003: 259)

I have found it suitable for the purposes of my survey to use dichotomous (“Do you obtain Norwegian language sports news from websites?”), checklists (“Which media do you prefer in order to obtain Norwegian language news about sports celebrities?”), ranking (“Which of the following media do you use least and which most to obtain Norwegian language news about sports celebrities?”) and rating questions (“To what extent do you think the Norwegian language news on the Internet satisfies or does not satisfy your interest in news about sports celebrities?”), thus only not using trade-offs.

Designing the questions.

In the process of inventing the questionnaire I tried to stick to some basic guidelines. The first important advice I followed, as pointed out by Schrøder et al. was “Ensure your questionnaire reads well: enlist informed consent of respondent, and begin with some fairly interesting questions.” (Schrøder et al., 2003: 262) At the beginning of the survey I conducted I included informed consent text. “The test for responsible conduct in survey research is whether the respondent gives ‘informed consent’, and how we can interpret if it is voluntary and not coerced.” (Schrøder et al., 2003: 247) The informed consent text included all the necessary information that should be given to respondents about the survey, its purposes and who could participate. The full text of the informed consent I used can be found in the appendix of this paper.

Furthermore, I not only included an informed consent at the beginning of the questionnaire, giving all the needed information to the participants, but also made sure they confirmed they read it and agreed to participate by clicking on a button, which was the only way to see the questions and to begin answering them. In this way I it was almost the same as they signed on a paper before participating in the survey and I think this was a very good

approach to use in an online survey where it could seem difficult to make sure about informed consent before the survey begins.

“Use simple language. Avoid slang or technical terms. Pre-test for level of comprehension.” (Schrøder et al., 2003: 262) I tried to use as simple language as possible. That is why, I avoided using specific terms and tried to make the questions sound clear and not to imply biased meanings. However, maybe exactly because of this some questions became longer than it could normally be asked and therefore could sound too complex for some respondents, as the pilot surveys showed. For example, I tried always to include in the questions that I ask about Norwegian language sports news/news about sports celebrities and not only sports news/news about sports celebrities. But my goal was to make the questions sound as good as possible for as many people as possible, independent on their knowledge of the topic. As already mentioned this was pre-tested in pilot surveys which were very helpful in regards to this and other matters that will be described later in the section about the pilot surveys I performed before the official survey was started.

“Be specific. Provide the respondent with a frame of reference (e.g. define what you need).” (Schrøder et al., 2003: 262) For example, when I asked about the income of respondents in the demographic section of the survey, I asked the questions: “What is your own approximate monthly gross income?” and not only “What is your income?”, in this way clarifying what I mean by income and not confusing respondents. “Provide interviewer instructions. Be sure to stipulate if you want one or multiple answers in a checklist.” This I have done very strictly, ensuring in all questions, below the question, in italics is included clarification about the question – how many answers can be selected, and explanations of the scale in those questions where I used it. I decided to use the same scale for all such questions – from 1 to 5, where 1 is less used, less liked, etc. and 5 is most used, most liked, etc, in order to avoid any confusion. What is more, choosing a scale with an odd number of choices gave the clear option for participants to select a neutral answer, or answer exactly in the middle of the scale.

“Provide transitions for changes in subject matter, and group like questions together, moving from easy to hard.” (Schrøder et al., 2003: 262) I started with more common questions about sports news and only after that came questions about the more specific field of news about sports celebrities. The questions were grouped on different pages. The first page with questions displayed to respondents after accepting to participate was only regarding sports news. Then the participants were asked to click on a button in order to display the next group of questions – regarding news about sports celebrities. Finally, the last set of questions

displayed to respondents was the demographic questions asking for information about them. This also in regards to the next recommendation: “Make sure the order moves from general to particular, or a logical time or chronological progression. Frame the opinion questions so they are independent of the need for special knowledge initially.” (Schrøder et al., 2003: 262) I have tried to avoid asking questions and especially about opinion based on a specific knowledge needed before starting filling out the questionnaire.

“Avoid ‘and’, or double-barrelled questions with any conjunction ‘and’ in them.” (Schrøder et al., 2003: 262) Although I have used some not so short questions I tried to avoid using “and” in one sentence.

“Avoid emotionally or ideologically laden terms – watch leading or loading.” (Schrøder et al., 2003: 262) I think I have achieved this. Moreover, the topic of the survey was not so ideologically complex, which helped me formulating the questions to be well perceived by everyone.

“Provide counter-arguments or factual vignettes. Allow a don’t know or opt-out clause.” (Schrøder et al., 2003: 262) This has also been applied. As I already mentioned, I tried to include a “don’t know” option in every question where it was possible. In addition, as I clearly stated in the informed consent text, participants could give up filling out the survey in every moment. I also intentionally did not make any of the questions mandatory to be answered and thus participants had the option to skip those questions they did not want to answer.

“Use multiple measures of the key analytic variables and use internal controls to check internal consistency of response.” (Schrøder et al., 2003: 262) For example, I asked the questions: “Do you obtain sports news/sports news about sports celebrities on the Internet?”, although I already asked in previous questions to rank how much they use the media channels in order to obtain sports news/news about sports celebrities. This is because I wanted to confirm their answer before answering the next questions which were only about the respondent’s consumption of sports news/news about sports celebrities on the Internet.

Pilot survey.

Finally, as I already mentioned, the questionnaire I invented was tested before I started the official survey. I did two pilot surveys in order to find out weaknesses in the questionnaire and to correct them: “Timing or cost constraints often reduce the number of survey probes ‘why is that?’ which are customary in more informal, unstructured interviews. To correct for this, pilot studies often take the categories yielded from a true open-ended form, analyze the

results and base the categories in the final study on the pilot protocol” (Schrøder et al., 2003: 252) In the pilot interviews I obtained valuable information which helped me adjust some of the questions. From both pilot interviews I received one and the same remark about one of the questions: “Which of the following media channels do you use less and which most to obtain Norwegian language sports news?” I wanted respondents to rank the answers by giving each of them a different number (from 1 to 5 where 1 meant less used and 5 was most used). However, because of my desire to differentiate the preferences of people towards different media, I had omitted the option that they could think they use a certain media precisely as much as another one. In this way I was forcing them to give only different ranks to each type of media. And I was told exactly this – they wanted to have the option to give the same number for more than one type of media. I received also a recommendation about question number 4: “Which media brands do you prefer using to obtain Norwegian language sports news?” One of my pilot survey respondents told me it would be better to know which media channels the listed brands included: only newspaper, TV, website, radio or all of them? That is why I added the necessary clarification that the listed brands included all types of media channels used to distribute them. Moreover, the pilot interviews helped me test the design of the questionnaire I created with the platform of Qualtrics, something very important because even a perfectly constructed questionnaire could be perceived in a totally different way if the design of the platform used is not good enough. I got some recommendations indeed in regards to the design. First of all, as I made the first page of the survey to display only information about the survey and in order to confirm that I have received informed consent from the people willing to participate, I made a button they had to click in order to proceed to the questions and, as it was clearly stated, thus confirming they have received information about the survey and they want to participate. However, it received recommendation that it was not very clear, because of the design, that people had to click on that button (which because of the Qualtrics design did not look as much as a standard button) in order to proceed to the questions. That is why I included clearer text that they must click on the button below in order to start answering questions. This guidance I included also in the invitations I sent to people in the social media in order to make sure they knew how to begin the survey and not to give up because of this.

In addition to the valuable specific recommendations, I obtained some general comments about the survey most of them positive. The only negative comment came from one of the respondents saying that the questions seemed to be too complicated. That is why I tried to make them simpler and easier to understand, but I believe it was not possible to make the

whole questionnaire easy for everyone, as the topic was too specific and its complexity could be perceived in a different way by different people. As a proof for that, I received totally different comment in regards to the same thing from the other respondent of the pilot survey: “The survey (in my opinion) looks great and grammatically correct, plus clear, as long as I could understand what the question was. I don’t know a lot about sports but it was easy.” Moreover, even the first respondent who shared the comment that the questions were too complicated (and being critical helped me a lot and because of that I am very thankful for the honest comments) was mostly positive towards the survey: “The design is really nice and I believe mobile friendly which is a really good thing. I believe the scrolling function is also a plus.” Indeed, the critics not only helped me adjust the questionnaire in a better way - both questions and design, but also made more valuable the positive comments, as I knew I received honest opinions and thus I was able to indentify not only the weaknesses, but also the strengths, which made me more confidents about some decisions I had been unsure about before I received those comments.

Reliability, validity, generalizability.

As already mentioned, the survey described in this paper did not set goals to achieve generalizable results, although this is one of the main purposes when conducting surveys. The reasons for that have already been described and among them were time and financial constraints, as well as the fact that this is an academic study and the main purpose would be to show that the author has the knowledge of conducting surveys, which could well serve as a preparation for other surveys in future which would have as a goal to achieve generalizable results. That is why, this survey does not pretend to achieve generalizable results, although in the process of data analysis, there were some interesting conclusions that the data gathered is very close to expected. However, this will be discussed later in the data analysis section of this chapter.

But what about survey’s reliability and validity? “As defined in the Dictionary of Social Sciences, reliability refers to the ability to accurately repeat the results of an experiment or research project, while validity refers to appropriate fir of the indicator measured to the analytic variable or concept and to the appropriateness of the methods of measurement to the subject under study.” (Lobe et al., 2007: 11-12) Kvale and Brinkmann reconceptualized those concepts in forms relevant to interview researches: “Reliability pertains to the consistency and trustworthiness of research findings; it is often treated in relation to the issue of whether a finding is reproducible at other times and by other researchers.” (Kvale & Brinkmann, 2009:

245) “Validity refers in ordinary language to the truth, the correctness, and the strength of a statement... Validity has in the social sciences pertained to whether a method investigates what it purports to investigate.” (Kvale & Brinkmann, 2009: 246) However, it is important to note that other researchers have suggested slightly different, but analogous concepts to reliability and validity. In stead of reliability, Lincoln and Guba introduced the concept of dependability, while transferability would replace external validity. Credibility is analogous to internal validity, and confirmability - to objectivity. (Lobe et al., 2007: 12)

As already mentioned, although not pretending to be generalizable, some of the survey’s results suggested that they are very close to already observed models. That is why, it is very likely that the survey’s reliability is high. Moreover, “Survey research is high in reliability and, due to ease of replicability, contributes to the advance of debate over scientific discourse” (Schrøder et al., 2003: 225) In regards to validity, I continue believing I chose the most appropriate methods, although the survey would not pretend to achieve generalizable results, because if there were not time and financial constraints, it would be the best method to investigate the topic of my thesis, despite some weaknesses of surveys: “The standardization of measurement, while high in reliability, may be weak in validity, flattening qualitative ambiguity or interpretation of the contexts of meaning.” (Schrøder et al., 2003: 225) “The biggest weakness inherent in survey design, which it shares with all verbal methodologies, is the gap between what people say and what they do. Surveys can find out what people are thinking, but the link between what they think and what they will do is not necessarily strong.” (Schrøder et al., 2003: 225-226) However, here comes the application of theories such as the User and gratifications approach which could explain the relationship between genres preferences and actual programme selection. (Schrøder et al., 2003: 252) Furthermore, even done in the way in this thesis, it seems the survey has obtained some valuable results and information, which in a combination with another method, such as qualitative interviews, could be double-checked and discussed further to get to valuable conclusions that can be used in future. However, the reliability and validity of the conducted survey, as well as the generalizability of its results, will be summarized after the results are presented and discussed in the next chapter.

Research Method – Qualitative Interviews

In this section of the methodological chapter I will justify the choice of the qualitative interviews as a second research method I decided to employ in my study.

Selecting the method.

I decided to conduct two semi-structured qualitative interviews with media experts working in prominent Norwegian media. Before I explain in details about the choice of the experts and the number of interviews I conducted, I would like to justify the choice of qualitative interviews as a method of research as part of my thesis' project, because "the choice to do interviews should always be based on good reasons that are ideally explicated in the interview report" (Kvale & Brinkmann, 2009: 116).

First of all, what is a research interview? "The research interview is an interpersonal situation, a conversation between two partners about a theme of mutual interest." (Kvale & Brinkmann, 2009: 123) Interviews are a qualitative method and as such their goal is to obtain in-depth information, rather than to generalize. They usually try to answer questions such as "why" and "how", rather than "what", "how much", "how many" which have central role in surveys for instance. And I wanted exactly to find out more – which would be the potential competitors, why there is or not potential in the idea to create a website specialized in news about sports celebrities, to explain some of the results obtained in the survey and if possible to find out even more about the topic of interest for me from the view point of professionals working inside the system and having significant experience. That is why, qualitative interviews are a good method to broaden the knowledge, the view over particular subject of interest, to find out more details, as well as causes of certain phenomena. "Interviews are often applied in case studies, which focus on a specific person, situation, or institution. Interviews can also serve as an auxiliary method in conjunction with other methods." (Kvale & Brinkmann, 2009: 117) Indeed after the main aspects of the subject or phenomenon in question are outlined by the means of a qualitative method such as a survey, the qualitative interviews can not only help as an auxiliary method to get additional information, but also can be used as a confirmation for the results already obtained through the quantitative method. And as already pointed out in the previous chapter, such study has a sequential explanatory design employing surveys in order to answer the first sub-research question and qualitative interview to answer the second-research question, thus combining a quantitative method with a qualitative method in addition, in order to answer the general research question. That is why, I think the combination of quantitative and qualitative methods, and especially survey and qualitative interviews, was very suitable for the purposes of my thesis. Moreover, in this way I was able to prove and practice my knowledge in both main types of research methods.

It is important to note that the qualitative interviews were conducted only after I finished the survey and had the results from it. The qualitative interviews were planned and conducted

following the seven stages that according to Kvale and Brinkamm (2009) every interview inquiry should include – thematizing, designing, interviewing, transcribing, analyzing, verifying and reporting. That is why I will describe the interviews I conducted following the same steps. Here in the methodological chapter I will include the thematizing, designing and interviewing steps, while the other will be presented in the data analysis chapter regarding the qualitative interviews.

Thematizing.

The first stage – thematizing, is where the research questions are formulated. Here is the place to specify what it will be subject of investigation. “Thematizing refers to the formulation of research questions and a theoretical clarification of the theme investigated. The key questions when planning an interview investigation concern the why, what, and how of the interview”. (Kvale & Brinkmann, 2009: 105) The “why” refers to clarifying the purpose of the study, while the “what” is in regards to obtaining knowledge of the subject of investigation before conducting the interviews. The “how” means “becoming familiar with different techniques of interviewing and analyzing, and deciding which to apply in order to obtain the intended knowledge.” (Kvale & Brinkmann, 2009: 105)

I had as a goal in the qualitative interviews both to explore new knowledge and to test the hypothesis that there are grounds for the establishment of a Norwegian language website specialized in news about sports celebrities. As already mentioned my purpose conducting qualitative interviews as part of my thesis was first of all to gain additional insight into the topic, to broaden the knowledge obtained through the qualitative method of surveys used in the first part of the project. The new knowledge I intended to get through that method was regarding the market situation for sports news and news about sports celebrities in Norway, viewed through the prism of media professionals working close to that topic. In this way I hoped to get more specific knowledge about the potential of my idea and to explain some results – if people are not interested in news about sports celebrities and media offering such type of content would not thrive in Norway – why not, and if yes – again why, but also what would be potential difficulties and why there have not been implemented such projects until now. Furthermore, my intention was also to confirm, if possible, the results I obtained through the survey, or at least most of them. I also wanted to continue testing the relevant theories and to research what new knowledge could be added to them. That is why, some of the questions I prepared before conducting the interviews, were based on the results obtained in the survey. Furthermore, the results from the survey I conducted could not be generalized and that is why

I decided to support my investigation using another method such as qualitative interviews, thus trying to confirm the already analyzed results and also to add another view point to that of the audience – that of the media professionals.

Designing.

“Designing an interview study involves planning the procedures and techniques – the “how” – of the study.” (Kvale & Brinkmann, 2009: 109) Here are taken into account all seven stages of the interview. I had general idea about each of the stages before I started the first of them. For instance, I was aware of where and when I wanted to do the interviews, how to transcribe the gathered data and to publish the results in the thesis in a way that compares different points of view on my topic. I had a clear idea also how many interviews I was going to conduct. “In common interview studies, the number of interviews tends to be around 15 +/- 10.” (Kvale & Brinkmann, 2009: 113) However, I chose to do two qualitative interviews, because first of all I was going to use this method in addition to another one - the survey. Therefore, I had limited time, because my goal was to conduct the qualitative interviews only when I was ready with the results from the survey and at the same time I had to submit the thesis on time. And as already mentioned, I was aware of the whole process of conducting qualitative interviews, I had a plan for all stages, so I was aware that transcribing of qualitative interviews is a time consuming process, as well as the analysis and reporting of a lot of data. Furthermore, actually I did not need a lot of data, but certain type of data. I have already collected a lot of data in the survey. By the means of the qualitative interviews I needed more specific data. That is why it was more important for me to choose carefully the people I was going to interview and the questions I was going to ask them than to try to conduct as many interviews as possible. I chose to do the two interviews with two media experts who I expected, based on the preliminary information I obtained, to have different points of view on the topic of my thesis. In this way I was going to compare them and to get both the advantages and disadvantages of my idea. Moreover, in this way my analysis would not be biased going only in one direction, but it could achieve a balance of the viewpoints which is of great importance in journalism. Another factor in my choice of media experts was that they worked for Norwegian media houses that one could expect to be interested in starting such website, as researched in my project. Furthermore, I wanted to interview people with a solid experience in digital media and more specifically, in developing website projects. I was looking also for media experts in Norway who had experience in launching new digital products and who were interested in the areas of sports news and celebrity news. All those

criteria were met by the two media experts I interviewed – Terje Johansen - publisher for online niche publications in *Dagbladet* and *Aller Media*, and Pål Nisja-Wilhelmsen – director for business development and innovation in *Nettavisen*. It is important to note here that when it comes to sports celebrity news, one could think of interviewing media professionals also from other prominent Norwegian media such as TV2 or VG. However, I decided to include only Terje Johansen and Pål Nisja-Wilhelmsen, because, first of all, I had the opportunity to arrange interviews with them and, secondly, from the preliminary information I had, I concluded I could get enough knowledge by interviewing them. Moreover, one of the most prominent media about celebrity news - *Se og Hør*, has the same owner as *Dagbladet – Aller Media*, and therefore I had access to information that is relevant also to it by interviewing Terje Johansen.

Interviewing.

“The interview stage is usually prepared with a script. An interview guide is a script, which structures the course of the interview more or less tightly. The guide may merely contain some topics to be covered, or it can be a detailed sequence of carefully worded questions.” (Kvale & Brinkmann, 2009: 130). I decided to conduct two semi-structured interviews with media experts working for prominent Norwegian media. This means that I outlined the topics that would be covered and suggested possible questions for each of them, but also I was going to ask additional questions in the process of the interview. Therefore, I prepared a guide, including questions, similarly to the survey questionnaire, in two main sections – about sports news and about news about sports celebrities. This guide, along with all the other relevant information about the study was submitted for approval to *NSD* – the Data Protection Official for Research in Norway and the interviews were conducted only after its approval. This will be mentioned later with more details in the research ethics sections.

The two interviews were conducted at the end of February 2015 in Oslo and only after I had finished the survey, part of this thesis. First I conducted the interview with Terje Johansen. It was on 25.02.2015 in the lobby of a hotel in Oslo. I have to admit that this place was suggested by the interviewee and it was one of the few options to conduct the interview because of his busy schedule. Although I did not choose the setting in which to do the interview, I think it was an advantage that the interviewee suggested it and thus I think he was feeling comfortable to talk in that setting. The interview with Pål Nisja-Wilhelmsen was conducted a day later – on 26.02.2015, at the office of *Nettavisen.no* in Oslo. The place was, again, suggested by the interviewee and as I already mentioned I think it was an advantage to

leave the participants to choose the place where they would feel comfortable not only to talk, but to have enough time for the interview without being bothered by anything else. “The setting of the interview stage should encourage the interviewees to describe their points of view of their lives and worlds.” (Kvale & Brinkmann, 2009: 128) The dates and the time of the interviews were also finally suggested by the interviewees, but it was me who suggested the period in which I would like to conduct them. And I insisted on doing both interviews in as close as possible dates, so that I could get better impressions of the two interviewees and so that I could compare their responses in a better way.

As already mentioned the interviews were conducted only after I got informed consent from the participants. This included also explanation that I was going to conduct the interviews in Norwegian language and then would translate the quotations I was going to use in English as this is the language in which the Master’s thesis would be written. I chose to do the interviews in Norwegian rather than English, because first of all it was the mother tongue of the interviewees and although I was knew there was no problem for them to speak in English in the interviews, I think it is always better to interview people in their mother tongue, so that they can feel as comfortable as possible. Moreover, the survey I conducted and the whole project is regarding media in Norway and news consumption of news in Norwegian language, so in my opinion it was logical to do the interviews in Norwegian.

As already mentioned I asked at the beginning of the interviews how much time we had and each of the participants confirmed the interview could take up to one hour. However, the length of the interviews I conducted was approximately 40 minutes each, because there was also an introduction in order to get an informed consent and it was not taped. During the interview I was all the time keeping an eye on the time, so that I could be sure the interviews (as a total length, not only the taping) would not take more than one hour each and so that I could ask all the questions I intended. I was also careful about the battery level of the taping device I used – an audio recorder. “Methods of recording interviews for documentation and later analysis include audio recording, video recording, note taking, and remembering. The common way of recording interviews has been with the use of an audio recorder, which frees the interviewer to concentrate on the topic and the dynamics of the interview.” (Kvale & Brinkmann, 2009: 178-179), However, I had also pre-tested the taping device before the interviews and assured that using a fully charged battery would for sure be enough for the whole taping of an interview. I checked also the volume of a recorded material, so that I could be sure about the quality of the sound and to find out about the best position in which the device should be placed when talking. Here is the time to note that I pre-tested actually

everything, but the interview guide. There were no pilot interviews because first of all I was going to interview media experts and the questions I was going to ask them were very specific. Therefore, in order to conduct pilot interviews I should have done them also with media experts. However, it is a difficult task to find a media expert, and even more, a media expert close to the topic of the interviews, who would participate only in a pilot interview. Furthermore, I was limited by the time plan I was following in order to submit the thesis before the deadline and arranging an interview with the proper person is not a time consuming task. However, I tried to prepare myself as good as possible, to work carefully on the questions in the guide. I intended to compensate the lack of pre-testing of the guide guessing possible additional questions. Actually, it is normal to ask additional questions in qualitative interviews and many such questions, which I even had not intended to ask, arose during the interviews. Due to the many fact that I was taping the interviews and because I had to take care of many other things such as time, quality of the recording, keeping an eye on the guide and the technical status of the device, I was not able to take almost any notes. However, there were a few of them, especially in regards to which of the questions in the guide the interviewees already answered, because when answering a certain question, they often answered another question which I was going to ask later.

Research Ethics

Both the survey and the qualitative interviews I conducted had as a main goal to stick stricly to the research ethics. “As a concept, ‘research ethics’ refers to a complex set of values, standards and institutional schemes that help constitute and regulate scientific activity. Ultimately, research ethics is a codification of ethics of science in practice. In other words, it is based on general ethics of science, just as general ethics is based on commonsense morality.” (The National Committees for Research Ethics in Norway, 2006: 5) First of all, before conducting the survey and the qualitative interviews, they and the project were approved by to *NSD* – the Data Protection Official for Research in Norway. This served as a guarantee for the study’s compliance with research ethics and I started conducting the survey and the qualitative interviews only after the researches with all data that would be collected and processed had been approved.

Survey research ethics.

“The three overarching considerations of questionnaire design are ethical sensitivity, validity (making sure the measure you select is measuring the concept you need to measure)

and reliability (when responses are consistent over time).” (Schrøder et al., 2003: 254) I have already discussed survey’s validity and reliability, so now in this section I will focus on the research ethics applied when I did my survey. “Ethical issues that deserve consideration include confidentiality, removal of identifiers to ensure anonymity, disclosing information about the purpose and sponsor of the survey, proper interviewer training, and ensuring informed consent.” (Schrøder et al., 2003: 248) As already mentioned I ensured informed consent and it had been given before any participant started filling out the questionnaire. Exactly in the informed consent text I disclosed information about the survey and its purpose and I assured respondents about their anonymity when participating in the survey in terms that no identifiable data will be revealed about them in the thesis. “Researchers must prevent the use and dissemination of information that could harm individual research subjects. Research material must usually be anonymized, and strict requirements must apply for how list of names or other information that would make it possible to identify individuals are stored and destroyed” (The National Committees for Research Ethics in Norway, 2006: 18) Actually I tried not to collect any type of personally identifiable data such as names, personal numbers etc. The only personal information I asked about in the survey was participants’ sex, age, citizenship, education and income in order to be able to make some important comparisons between participants in the analysis of the results. However, none of that data would refer to a particular person in the thesis and no one would be able to recognize himself or herself. The only personally identifiable data collected in the survey was about the IP addresses of respondents which was not intentionally sought information, but was because the survey was conducted online and that information is automatically gathered by the survey platform. However, I assured participants that all data would be protected and not revealed. Moreover, I explained in the informed consent text that all gathered data would be deleted after the end of the study. “Data related to identifiable individuals shall be stored responsibly. Such data shall not be stored any longer than what is needed to attain the objective for which it was processed.” (The National Committees for Research Ethics in Norway, 2006: 19)

Qualitative interviews research ethics.

Similarly to the survey, at the beginning of each of the interviews I got informed consent by the participants after I presented the topic, the purposes for which I was going to use the interviews – only the Master’s thesis at the University of Oslo. Although the media professionals I interviewed are well-know and they participate in public debates, I explained to them that I was going to mention their names in the thesis, as well as information about

their job positions and the media they worked for. I also told them that I would quote them in the paper, but that I was going first to ask them for approval of the quotations I was going to use in the thesis – on the one hand in order to confirm they would be correctly quoted and, on the other hand, because I was going to translate the interviews from Norwegian to English language. That is why I explained their participation was not anonymous. Furthermore, before the interviews started I explained to each of the interviewees that I was going to use tape recording device and that I might take some notices. I also confirmed how much time we had for the interview, although I had got some idea about that during the period of arranging the interviews. Finally, I pointed out that all data gathered would be deleted after the project's end and the only data that would remain would be that included in the thesis which would be published. Besides, the data collected during the interviews was stored on the author's personal computer protected with password. All data was transferred to it immediately after each of the interviews was conducted and at the same time it was deleted from the tape recording device.

Methodology Chapter Conclusion

The methodological chapter of the thesis presented the methodological design and the methods employed in the researches. The study in this thesis is of a mix-method type, employing both quantitative and qualitative methods and it has a sequential explanatory design. The research methods selected for the purposes of the study are survey and qualitative interviews. The methodological chapter also justified their choice and revealed how details about the conduction of the researches. The data analysis part and the presentation and discussion of the results will be in the next chapters of the thesis.

4. Survey Data Analysis

Introduction

Subject of investigation and analysis in this chapter will be the first sub-research question “*What is the demand for sports celebrity news in Norway and who would be the potential users of a sports celebrity news website?*”, which was chosen to employ a quantitative method of research. As the question itself suggests, it is obviously related to research of the audience. It tries to find out whether there would be potential users of a specialized celebrity sports website, and if yes, who they would be. Consequently it will try to answer what the target group would be, which is also important to outline the potential advertisers. As explained in the previous chapter, in order to find the answers of those questions I considered a survey as the best method to employ.

Survey Data Analysis by Questions

In this section I will present and analyze the results obtained for each question. It is important to note that the results that will be presented are based only on those 45 survey questionnaires that have been successfully submitted. Even though, some of the questions were answered by less respondents who chose to skip them and not to give any answer despite the options “I don’t know”. This is also due to the opportunity I left open for participants to skip questions if they wish and to make any of them mandatory to answer, which I believe is a better approach than making people answer whatever it is, just because they have to do so. Nevertheless, in almost all questions the total number of responses is 45 or close to 45. It is also important to note that of the total of 97 people that opened the survey, only 77 decided to participate, confirming that by clicking on the button leading to the questions. And only the 45 of them that submitted their responses will be subject of analysis in the thesis, although, as already mentioned above, not all of them answered all the questions.

Results overview.

First of all, I will present the results from the demographic part of the survey in order to get an overview about the profile of the respondents, which will be of great importance in the analysis of the results.

Most of the completed surveys were submitted by women – 60% against 40% submitted by men. Besides, more than a half of the participants – 56%, declared they were in the age between 25-34 years, followed by 24% in the age between 35-44 years, 16% in the age

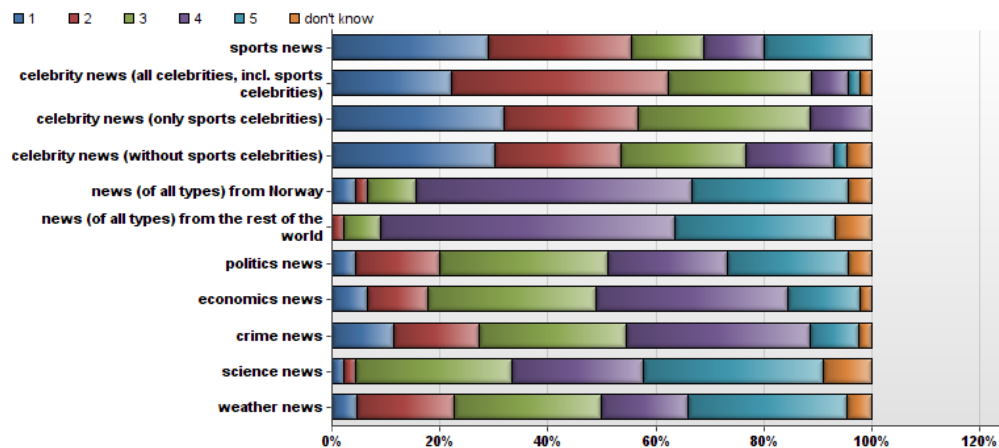
between 18-24 years and only 4% in the age between 45-54 years which were the oldest participants in the survey. Furthermore, only 38% of the respondents had Norwegian citizenship, while the rest had another, most often Bulgarian. It is important to note that those results are maybe due to the fact that I conducted the survey using social media on the Internet and many of my friends which I shared initially the link to survey with, were young people and Bulgarians who knew Norwegian language. There was no limitation that the participants lived in Norway, but only to understand Norwegian language. However, I believe most of the respondents lived in Norway because of the profiles of the groups in the social media I shared the invitation for the survey with. Furthermore, the results about the education of the participants could also be justified in this way, as many of my friends are well educated people graduated from or studying at university. That is why it is not a surprise for me that 53% of the respondents said they had university level of education of 4 or more years, followed by 27% with university level of education of up to 4 years, 20% with a high school education and no respondents declaring they had only elementary education. Finally, most people – 47%, said their own gross monthly income (as a sum of all incomes) was less than NOK 20 000. 27% declared income between NOK 20 000 and NOK 29 999 and the tendency was that the higher the income the less people said they had it. For example, only 4% said they had an income of more than NOK 50 000. However, data from the Norwegian statistics center show that more than 16% had a gross annual income of NOK 600 000 or more. (Statistisk sentralbyrå, 2013) This difference between my data and official statistics could be again because many of my respondents were young people, people without a job or immigrants from Bulgaria and other countries in Norway (as I shared the link in some community groups). I suppose also many of the immigrants had a job not related to their education, as many immigrants in all countries, not only Norway, usually do. What is more some of the respondents perhaps worked in other countries than Norway and, as it is well known, compared to Norway, the standard of living and incomes in other countries, even in Western Europe, are far lower.

To summarize, the profile of the most common respondent in the survey was a young well educated non-Norwegian woman between 25-34 years old, with an own monthly gross income of less than NOK 20 000. Therefore, now I can proceed with presenting the results I obtained in the survey question by question, having in mind the profile of the respondents for the purposes of the analysis.

Results by questions.

Question 1: “In what degree are you interested in reading, watching or listening to the following types of news?” In this question I asked the respondents to evaluate their interest in each of the following types of sports news using a scale from 1 to 5 where 1 was not at all interested and 5 very interested: sports news, news about celebrities (all celebrities, including sports celebrities), news about only sports celebrities, news about celebrities (other than sports celebrities), news (of all types) from Norway, news (of all types) from the rest of the world, politics news, economics news, crime news, science news, weather news. The goal was to compare the respondent’s interest in three main aspects: news about sports celebrities compared to the other news about celebrities; news about sports celebrities compared to sports news; news about sports celebrities and sports news compared to other types of news. Thus I hoped to find a general pattern of the interest towards different types of news in Norway and the place of sports news and news about sports celebrities. Moreover, this question was a good way to start the questionnaire asking for more general matters.

Fig. 1: In what degree are you interested in reading, watching or listening to the following types of news? (please select for each type of news on a scale from 1 to 5, where 1 is *not at all interested* and 5 is *very much interested*)



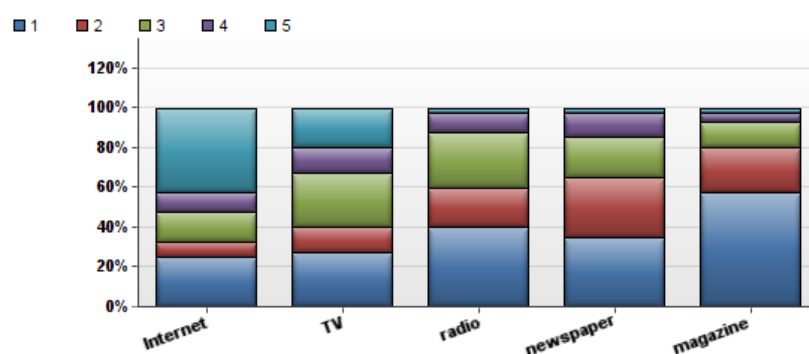
The results showed that respondents were most interested in world news and almost so equally in news from Norway and science news. They were least interested in news about celebrities and news only about sports celebrities and news about celebrities other than sports celebrities. Sports news appeared as not as popular as political and weather news, but at the same time it proved to be almost as popular as them, being not far behind. Compared to all the types of celebrity news, sports news ranked little higher. As to the type of celebrity news that ranks best, the results are almost the same, with slight advantage for news about celebrities, other than sports celebrities.

However, those results maybe are due to the main profile of respondents, as many of them were non-Norwegians. That is why maybe news from the world scores high. Besides, as discussed earlier in the thesis, we should have in mind that people not always do what they say. By this I mean especially question regarding the consumption of celebrity news. It can easily be suggested that people would hardly confess they are interested in that type of content. But still, it has often been proved they actually are. Moreover, it should be taken into account that many of the respondents said they had a university level of education. And as a “rule” all over the world, well-educated people do not consume, or at least do not declare to consume, as much celebrity news as people having lower level of education. Therefore, this result has the potential to rank better in a future survey with different respondents. However, it is worth double-checking firstly the results in the other questions to confirm those in the first question.

Question 2: “How often a week do you normally read, watch or listen to sports news?” Most of the respondents – 51 % in total, answered more rarely than once a week or once a week, 16% said never, but at the same time there 18% saying from 2 to 7 days a week, and 14% answering they do this many times every day. Those results suggest that the actual consumption of sports news is actually not as low as it could appear from the results in the first question.

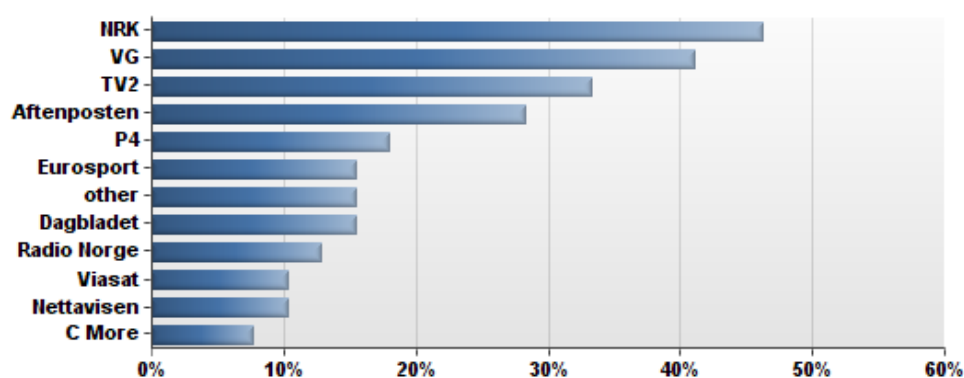
Question 3: “In what degree do you normally use the following media channels to obtain Norwegian language sports news?” Here the respondents were asked to evaluate each of the main media channels on a scale from 1 to 5, where 1 was “did not use” and 5 “most used” and they could give same rank for more than one of the channels. The Internet was clearly pointed out as the most popular media channel for obtaining Norwegian language sports news, followed by TV, newspaper, radio and magazine. Maybe no surprise for media consumption in the 21st century.

Fig. 2: In what degree do you normally use the following media channels to obtain Norwegian language sports news? (please select for each type on a scale from 1 to 5, where 1 is *don't use* and 5 is *use very much*)



Question 4: “Which media do you prefer using to obtain Norwegian language sports news?” Here the respondents could choose from a list of the most popular media in Norway, grouped by brands, with the clarification that here the brand is important and when selecting it, the respondents were selecting all types of media channels the brand was distributed through. Participants could also type in another media brand they did not find in the list and they could select more than one option. The most popular brand for obtaining Norwegian sports news were told to be *NRK* (46%), *VG* (41%), *TV2* (33%), *Aftenposten* (28%), *Dagbladet* (15%) and *Eurosport* (15%). 15% also chose the option “other” and some of them suggested answers such as local newspapers, which is not surprising having in mind the comparatively high readership of local newspapers in Norway.

Fig. 3: Which media do you prefer using to obtain Norwegian language sports news? (you can select multiple options)

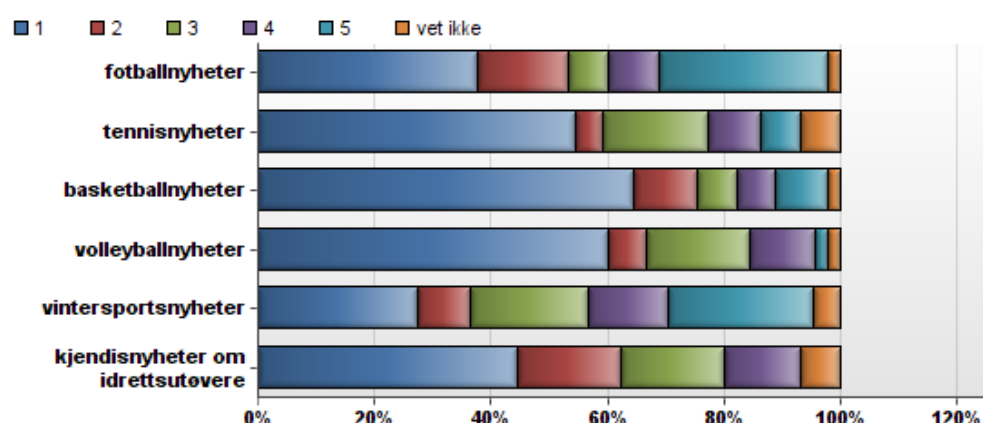


What is more, those results seem not to be surprising and could be due to the fact that those some of the most popular media in Norway and whatever the question about types of news, people maybe are used to obtaining news of all types from one and the same media, no matter if it is the best in offering news of a certain type, such as for example sports news. Those results re very close to the results that can be found on the TNS website (TNS Gallup, 2015) where media such as *VG*, *NRK*, *Dagbladet*, *TV2*, *Nettavisen*, *Aftenposten* are at the top (the access on the website is to the ranking of the most popular websites in Norway). This gives some weight of the results I have collected in my survey, as the results in questions such as this one prove my results, although not officially generalizable, can be discussed more seriously in a broader view with more credibility.

Question 5: “How likely is that you would like to read, watch or listen to the following types of sports news?” In this question the respondents were asked to evaluate again on scale from 1 to 5 each of the listed types of sports news: football, tennis, basketball, volleyball,

winter sports news and news about sports celebrities. Here I included the category of news about sports celebrities in order to compare it to other types of sports news. The results show that winter sports news and football news are clearly most popular. Interestingly, they are followed by tennis news and news about sports celebrities which score almost equally. And behind news about sports celebrities left news about popular world sports such as volleyball and basketball.

Fig. 4: How likely is that you would like to read, watch or listen to the following types of sports news?
(please select for each type on a scale from 1 to 5, where 1 is *very unlikely* and 5 is *very likely*)



Therefore, those results come to show that first of all, they can be considered as quite credible, because, as it can be expected, winter sports and football in Norway rank best. Secondly, it seems that news about sports celebrities have great potential being only behind popular sports such as winter sports and football and almost as equal as tennis news. Finally, it should be noted that the list I presented could have included more sports, but I avoided that in order not to make it too long and thus making the respondents to do a lot of work. That is why I tried to include the most popular world sports and to compare them to news about sports celebrities. However, other sports such as handball for example could also rank well in Norway.

Questions 6: “Do you obtain Norwegian language sports news on the Internet?” This question comes as a filter for the next two questions and respondents were advised to skip the next two questions if they chose here the answer “no”, as then they would be asked regarding their consumption of sports news on the Internet. Moreover, this question comes to double-check the results about Internet consumption from question 3. Here half of the respondents said they obtained sports news on the Internet against 41 answering “no” and 9% “I don’t know”. This confirms the leading position of the Internet among the media channels

used for obtaining sports news, although the percentage of people saying they do not use the Internet for obtaining sports news is little higher than in question 3.

Question 7: “In what degree do you think that the Norwegian language sports news offered on the Internet satisfy or not satisfy your interest in them?” As already mentioned, this question comes as an extension of the previous one and here it was expected only people answered with “yes” on the previous question to participate. However, I got more answers than expected, which could mean people saying they do not obtain sports news on the Internet could be less than the number in the results of the previous question. Here people used again scale from 1 to 5 where 1 meant “does not satisfy at all” and 5 – “satisfies very much”. According to the results, most people are satisfied with the sports news offered on the Internet. However, there are still 23 % of them that are more like not satisfied, which means that there is still what can be improved in the offer of Norwegian language sports news on the Internet.

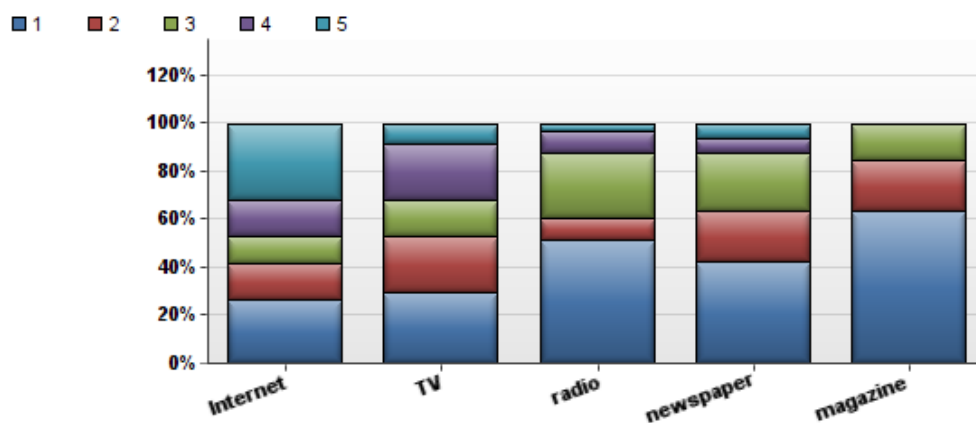
Question 8: “Is there anything that is missing or that you would like to be better in the offer of Norwegian sports news on the Internet?” This question comes as a logical extension of the previous two questions, looking this time for more information. 14% say that there is something missing or that could be better in the offer of Norwegian language sports news on the Internet and only 28% say there is nothing missing or that could be better. It should be noted that too many people – more than the half, answered with “I don’t know” which could mean they did not understand the question or were unsure or it was too difficult for them to say. This is maybe normal because this question was one of the most in-depth in the survey searching for very specific information. Besides, I gave the option for people answering “yes” to specify what is missing or could be better. I did not get many responses, but still I got some very interesting suggestions such as – “to get one sports paper such as *Marca* or *As*” (referring to the popular Spanish sports papers), “to get more news about foreign athletes and more world news”, “there is too much Petter Northug in Norwegian media” and “RSS feeds, free and open technology”. Therefore, although I got many answers “I don’t know”, this question proves to be very valuable with the option for open answers that gave valuable information.

Question 9: “How often a week do you normally read, watch or listen to news about sports celebrities?” This was the first question of the second part of the questionnaire regarding the consumption of news about sports celebrities. 77% said they obtained news about sports celebrities from 0 to 1 time a week. However, 19% said they did that 2-6 days a week and 2% many times every day. Compared to the results in the same question 2 about sports news consumption, it can be concluded that news about sports celebrities is obtained

not as often as sports news. However, this is maybe normal, as news about sports celebrities can be considered only a type of sports news and many people may even include it when they answer about sports news. News about sports celebrities is a more specific type of news, that is limited to a certain audience and although not ranking as good as sports news, the results still show that it has its own audience and potential. Moreover, that it should not be forgotten that many people do not do what they say and especially when people talk about celebrity news, it can be expected even greater consumption than what people say they consume.

Question 10: “In what degree do you normally use the following media channels to obtain Norwegian language news about sports celebrities?” Similarly to question 3, the respondents were asked to evaluate each of the main media channels on a scale from 1 to 5, where 1 was “did not use” and 5 “most used” and they could give same rank for more than one of the channels. Again, as when asked about sports news, the Internet was clearly pointed out as the most popular media channel for obtaining Norwegian language news about sports celebrities, followed by TV, newspaper, radio and magazine. Maybe no surprise for media consumption in 21th century, but still interestingly because magazines, who traditionally have offered news about celebrities, ranked last among the media channels.

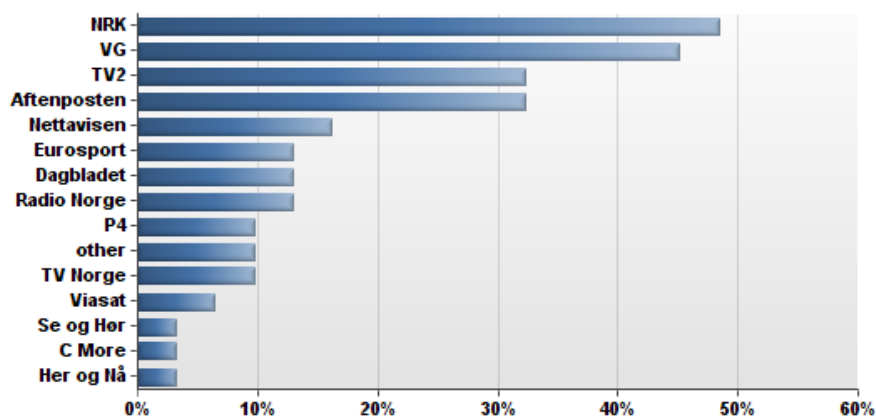
Fig. 5: In what degree do you normally use the following media channels to obtain Norwegian language news about sports celebrities? (please select for each type on a scale from 1 to 5, where 1 is *don't use* and 5 is *use very much*)



Question 11: “Which media do you prefer using to obtain Norwegian language news about sports celebrities?” Here again the respondents could choose from a list of the most popular media in Norway, grouped by brands, with the clarification that here the brand is important and when selecting it, the respondents were selecting all types of media channels the brand was distributed through. Participants could also type in another media brand they did not find in the list and they could select more than one option. The most popular brand for

obtaining Norwegian news about sports celebrities were ranking as follows: *NRK* (48%), *VG* (45%), *TV2* (32%), *Aftenposten* (32%), *Nettavisen* (16%), *Dagbladet* (13%), *Eurosport* (13%) and *Radio Norge* (13%). 10% chose the option “other” and some of them suggested answers such as local newspapers, as in the question about sports news.

Fig. 6: Which media do you prefer using to obtain Norwegian language news about sports celebrities?
(you can select multiple options)



It should be noted again that those results are not only very similar to the results in the same question about sports news, but also to official results about consumption of Norwegian media that can be found on the TNS website (TNS Gallup, 2015) where media such as *VG*, *NRK*, *Dagbladet*, *TV2*, *Nettavisen*, *Aftenposten* are at the top (the access on the website is to the ranking of the most popular websites in Norway). Here this is even more interesting than in the question about sports news, because even media such as *NRK* and *Aftenposten* that are considered to be not typical media for covering stories about celebrities, rank at the top. This is maybe only to confirm that many people could have selected them due to their popularity and their habits to obtain news on them. At the same time, it should be noted that typical media covering news about celebrities, such as *Se og Hør* and *Her og Nå* got only 3% each and left at the bottom of preferred brands for obtaining news about celebrities. This could be due to the fact they are magazines, but it could also mean there is a lot that can be improved in the offer of news about celebrities.

Question 12: “Do you obtain news about sports celebrities from websites that offer such type of news?” This question is similar to question 6 about sports news. It served as a filter for the next two questions and respondents were advised to skip the next two questions if they chose here the answer “no”. It also could double-check the information about consumption of

news about celebrities on the Internet. Only 23% answered “yes”, while 64% “no”. Therefore less people obtain news about sports celebrities than those obtaining sports news on the Internet. This is unison with the results from previous question that showed that less people used Internet for obtaining news about sports celebrities than sports news. However, there are still not so few people obtaining news about sports celebrities on the Internet. Moreover, this could be due to a not well developed offering of such news on the Internet. This I tried to check in next questions.

Question 13: “Is there anything that is missing or that you would like to be better in the offer of Norwegian news about sports celebrities on the Internet?” Here, as in the similar question about sports news, most of the responses I got were “I don’t know”. This is maybe due to the specifics of the question which asks something that is difficult for many to decide and it took them time to think. But the option “I don’t know” helped me filter those people and not to make them give whatever answer. It should be noted that unlike the question about sports news, here I got 40% answers that there is nothing that is missing or could be improved and only 3% answers “yes”, maybe again, because asking for news about sports celebrities is even more specific topic than asking for sports news. And here it proved how valuable it was to ask first about sports news generally, because even in the answers about sports news I got very interesting answers that could serve well in the context of news about sports celebrities. Here I got the same suggestion through the field for open answers for those who answered “yes” – what is missing is news about “foreign athletes”.

Question 14: “In what degree do you think that the Norwegian language news about sports celebrities offered on the Internet satisfy or not satisfy your interest in them?” Here people used again scale from 1 to 5 where 1 meant “does not satisfy at all” and 5 – “satisfies very much”. Most people said they were satisfied with the offer of news about sports celebrities on the Internet. Only 10% answered they were not at all satisfied and 17% gave answers in the middle of the scale. This means respondents were slightly more satisfied with the offer of news about sports celebrities on the Internet than that of sports news. However, it should be noted that in that question a significant part of participants answered “I don’t know” – 38% which is far more than in the similar question about sports news. This is maybe again due to the more specific and narrow are of the news about sports celebrities and many people could not have been able to decide “yes” or “no”.

Question 15: “How likely is that you will want to read, watch or listen to the following types of Norwegian language news about sports celebrities?” There were 5 types of news about which I asked the respondents to evaluate their interest in, again, on a scale from 1 to 5,

where 1 was “least likely” and 5 “most likely”. The results showed that people were most likely to obtain news about sports celebrities’ inappropriate behavior in public, followed by sports celebrities’ economy or property (for example money, cars, houses, etc.), free time activities, sports celebrities’ personal relationships, and sports celebrities’ fashion habits and preferences. This question would be very helpful for the creation of the website’s content and there is no further need of analysis on it why people like one category more than another. What is important to note is that the types of news I included were according to my assumptions about what could be the likely topics of news about sports celebrities in a media specialized in that area. In order to make sure I have not omitted an important category, I included the next question.

Question 16: “Are there other types of Norwegian language news about sports celebrities that you would like to read, watch or listen to?” Here the participants could answer with “yes” and “no” and if they selected “yes” they had the option to type in an open answer. However, the results were more than clear – nobody said that there were other types of news about sports celebrities that he or she would like to obtain. 67% answered with “no”, while 33% “I don’t know”. It should be noted that this question was very specific and required more efforts from participants to think of other categories and this could be a reason for no one answering with “yes”. Still, this question comes as confirmation of the categories listed in the previous question.

Question 17: “In what to degree do you believe you would prefer or not prefer obtaining Norwegian language news about sports celebrities from one website that offers only such type of news?” I included this question as an attempt to find out more about the attitude of people towards the creation of a specialized website about sports celebrity news. Participants could answer on a scale from 1 to 5 where 1 was “I would not prefer at all” and 5 – “I would strongly prefer”. More than half of the respondents said they would rather prefer not obtaining news about sports celebrities from one website offering only such content. However, 14% answered they would be more likely to prefer obtaining sports news from such a website. Other 14% gave an answer neutral answer in the middle of the scale and other 14% responded with “I don’t know”. Therefore, although it could seem at first look that there are few people willing to obtain news from the website I want to create, there are actually enough people for a niche content media they say even now they would prefer such media. Moreover, in this question answered for sure people who said earlier in the questionnaire they are not at all interested in news about sports celebrities and this explains the high number of those who said they “would not prefer”. Besides, as it was pointed out earlier, people not always do what

they say. And asking for something that people can now only imagine what it would actually be, is maybe not the best practice, because everybody expects something different, according to his or her imagination. And the product that would be offered may have totally different impact when created and when could be seen by consumers. However, I wanted to get some idea about people's general attitude about the idea a website to gather on one place only news about sports celebrities. And having in mind the considerations mentioned above, I would say the results seem to be very positive for now.

Question 18: "How often a week do you believe you would go to a website offering only Norwegian language news about sports celebrities?" With this final question, I wanted to test the results in the previous one, to confirm the interest of people towards that idea in another way. Most people (45%) said they would never go to such a website, which corresponds not only to the results in the previous question, but also to the results in the similar question 9 about the consumption of news about sports celebrities. Therefore, it could be concluded that this confirms that the results in the questions about the idea of the creation of the website are in a great degree, due to the many participants in the survey who are not at all interested in news about sports celebrities, not only about the idea of a sports celebrity news website. Of course, this does not mean there are no people who are interested in news about sports to a certain degree, but do not like the idea to obtain such news only from one specialized website. Furthermore, it should be noted that 30% answered they would go to such website from 1 to 7 days a week and 2% - once every day. I think those results are similar to those in previous questions and re-confirm that there is a certain number of people, although not very high, but still not very low, especially having in mind all considerations discussed, who would be potential consumers of a website specialized in offering Norwegian language news about sports celebrities.

Data Analysis by Criteria, Comparisons

In this section I will compare the results by different criteria, based on the demographic results about the participants I obtained in the survey. I will check if there are any significant differences from the overall results when looking at the results by gender, age, citizenship, education and income. It should be noted that only significant differences will be presented and discussed in this section.

Comparison by gender.

First of all, it should be noted that far greater percentage of the women, compared to men that participated in the survey, declared they had a non-Norwegian citizenship. There were also more women in the age between 35-44 and 45-54 years, while more men in the age between 18-24 years. More women than men declared university education (4 years or more), while more men than women – high school education completed only. In terms of income far more women than men declared they had less than NOK 20 000 gross income (as a sum of their all incomes) per month.

The results show that men are clearly more interested in sports news than women which is not a surprise. In regards to news about celebrities (independently including or not sports celebrities) there are almost no differences. Men are slightly more interested in news about sports celebrities, while women – in news about celebrities (not including sports celebrities), but the differences are little. While men tend to obtain more sports news, women obtain more general news from Norway and the world, weather and science news. Interestingly, men use all media channels, except for TV, more than women when obtaining sports news. Maybe this is due to the fact that men are more interested in sports news and that is why women scored low on almost all media channel. However, why then women score high on using TV to obtain sports news? Maybe because they obtain sports news in the meantime, after they have watched their favorite show or other news on TV. In terms of both sports news and news about sports celebrities, the most popular brands among men come in the following order: *VG*, *NRK*, *Aftenposten*, while among women in a slightly different way: *NRK*, *TV2*, *VG*. However, again, it could be noted that media brands popular on first place with their TV channels rank higher among women. Furthermore, and again not surprisingly, men are more interested in football news, while in regards to tennis, winter sports and news about sports celebrities, men and women are almost equally interested. News about sports celebrities are, however, slightly more frequently obtained by men. TV and radio are more used by women when obtaining news about sports celebrities, while Internet, newspapers and magazines are almost equally used in regards to that type of news.

Comparison by age.

It should be noted that the only age group in which most of the participants were men, was 18-24. This age group was also the only having more respondents with Norwegian citizenship than non-Norwegian. Furthermore, I was able to note a tendency that the younger the participants, the higher their education and the less their income was.

After this clarification, the results that should be noted in terms of each include that people the same age group – 18-24, were most interested in sports news, news from Norway and the world, politic and science news. They clearly use Internet to a higher degree to obtain sports news. People in the age group of 25-34 are slightly more interested in news about sports celebrities, economic news, football news and tennis. They are also almost as equally interested in winter sports as the group of 18-24. The group of 25-34-year-old uses more radio and newspapers to obtain sports news, while in regards to news about sports celebrities there are no significant differences in any aspect, except for that, as already mentioned, the group of 25-34 are slightly more interested in news about sports celebrities. Again, top 3 of all the groups' preferences in terms of media brands, include *NRK*, *VG*, *Aftenposten*, with *TV2* being on the top for the group of 25-34 and 35-44 in regards to sports news and for the group of 35-44 in regards to news about sports celebrities. *Dagbladet* and *P4* can be seen in top 3 for the same two groups in terms of obtaining sports news. Generally, the group of 25-34-year-olds is the one that most uses the Internet to obtain news about sports celebrities and the one in which most of the potential consumers of a website dedicated only to news about sports celebrities are, although people in the age 18-24 are not far behind.

Comparison by citizenship.

As already mentioned earlier in the chapter I gave two options to participants to select their citizenship – Norwegian or another citizenship. I will not come in details about differences between the different “other” citizenships, because the idea was to find out data about the differences between Norwegians and people with another citizenship. I can only say the largest group of people with “another” citizenship was Bulgarians, because many of my contact in social media are my compatriots. However, there were also people with German, Spanish, Georgian, Slovak, Polish citizenship, people from the Netherlands, Hong Kong, Iran that took part in the survey.

Most of the non-Norwegians were women, while most of the Norwegians – men. Non-Norwegians were mostly in the age groups of 25-34 years and 35-44 years, while Norwegians – in the 25-34 years and 18-24 years. Most of the non-Norwegians declared they had a university education of 4 years or over, while the largest group of Norwegians – university education with up to 4 years, which could be due to most of them were comparatively younger, as it can be seen in the data above. In terms of income, both groups were almost equal, most of the people in each of them saying they earned less than NOK 20 000 per month.

According to the results that are worth noting, non-Norwegians are more interested in news from Norway and the world, about weather, while Norwegians – in economics news. Norwegians use Internet more than non-Norwegians to obtain sports news and the most popular media brands for sports news among them are *VG*, *TV2*, *Aftenposten* and *Dagbladet*. Non-Norwegians obtain sports news mostly from *NRK*, *VG*, *TV2* and they are more interested in tennis, basketball and volleyball news – sports that are generally not very popular in Norway. Norwegians are more satisfied with the sports news on the Internet, while in terms of news about sports celebrities the two groups are almost equal. However, non-Norwegians use more the Internet, TV and radio for obtaining news about sports celebrities, mainly from *NRK*, *VG* and *TV2*. Norwegians are slightly more satisfied with the offer of news about sports celebrities on the Internet and they obtain such news mostly from *VG*, *NRK* and *Aftenposten*. However, non-Norwegians are slightly more likely to obtain news from a website specialized in news about sports celebrities and they are most interested in news about celebrities' hobbies and personal economy and property (such as cars, houses, etc.)

Comparison by education.

In terms of highest level of education completed, participants could choose between the options: primary school, high school, college or university (up to 4 years), and college or university (4 years or over). It is worth to point out again that nobody of the respondents selected primary school, maybe because of the age limitation of the survey and because most of my contacts in social media are well-educated people.

The results that attracted my attention included that people with university level of education up to 4 years were slightly more interested in sports news and more interested than the other groups and than the total average in news about sports celebrities (both including and not including sports celebrities). However, they are not as much interested in news only about sports celebrities as in the other types of celebrity news, but it should be noted that the difference is not big. Many people in this group are among those that most often obtain sports news, but at the same time there also many others that say they never obtain sports news. Internet is almost equally used to obtain sports news, with slight advantage for the people with university level of education. People with the highest level of education – university (4 years or over) are more interested in news from Norway and the world and in science news. They obtain sports news mainly from *NRK*, *VG*, *TV2* which is the same results as the total average, while people with university education (up to 4 years) – from *NRK*, *VG*, *Aftenposten*, *Viasat*, and those with high school education – from *VG*, *Aftenposten*, *NRK*. Participants from

the group of university education (up to 4 years) are most satisfied with the offer of sports news on the Internet, although they are among those that most rarely obtain such news.

All groups are almost equally interested in news about sports celebrities, with a slight advantage for people with university education (up to 4 years). People with highest education are again those that use Internet most to obtain news about sports celebrities, although all groups have almost equal results. TV is most used by people with university education (up to 4 years). The results about the media brands used to obtain news about sports celebrities are almost identical to those about sports news consumption. Most of the people with university level of education (up to 4 years) say they do not use the Internet to obtain news about sports celebrities. Here the best result comes from the group of respondents with high school education who are equally divided in using and not using the Internet to obtain such news.

Comparison by income.

The two most interesting groups in the comparison by income proved to be people with their own gross income (as a sum of all their incomes) of NOK 30 000 – NOK 39 999 per month. Half of the people in this group are in the age between 35-44 years and there are equal number of men and women in it. Most of them, like all the other groups with incomes under NOK 40 000, are non-Norwegians and 75% of them are with the highest level of education – university (4 years or over). The tendency that could be seen is that the higher the income, the higher the level of education, as 100% of people with incomes of NOK 40 000 and over are with highest level of education, which is a logical and normal conclusion. Finally, it should be noted that the only group with more women than men was that of people with lowest incomes – under NOK 20 000.

However, I already mentioned that the group of people with incomes between NOK 30 000 – NOK 39 999 is the one that attracted most of my attention. Those people are more interested in sports news, and together with the group of NOK 20 000 – NOK 29 999, most use the Internet to obtain sports news and most often obtain news about sports celebrities, compared to the other groups. However, it should be noted that there were not many respondents in the groups of income over NOK 40 000 and also the differences in those comparisons are not so significant. People with income of NOK 30 000 – NOK 39 999 also use TV and radio more than the average to obtain sports news and mainly from the brands *VG*, *TV2*, *Dagbladet* and those people feel far more satisfied with the offer of sports news on the Internet. It should be noted that among the most popular brands in some of the other groups were pointed out Radio Norge (NOK 20 000 – NOK 29 999 and over NOK 59 999),

Eurosport and *P4* (over NOK 59 999), *Nettavisen* (NOK 50 000 – NOK 59 999) and other media (NOK 40 000 – NOK 49 999).

Interestingly, most of people with lowest income say they never obtain news about sports celebrities. This may be due to many of them are young people with high education. People with income NOK 30 000 – NOK 39 999 and NOK 20 000 – NOK 29 999 are those that most often obtain news about sports celebrities – people saying they do this 2-6 days a week are more than the average total result. Besides, there are respondents from the group of NOK 30 000 – NOK 39 999 that say they obtain news about sports celebrities many times every day. People from that group obtain news those news mainly from brands such as *VG*, *NRK* and *TV2*, those with incomes between NOK 20 000 – NOK 29 999 – from *Aftenposten*, *VG* and *Radio Norge*, those with lowest incomes – from *VG*, *Aftenposten* and *TV2*. The results of the other groups are similar to their results about sports news, with the exception that there were no answers here from people with highest income, maybe because they are not interested in that kind of news. Most people that say they go to website offering news about sports celebrities are those with incomes between NOK 30 000 – NOK 39 999 and NOK 40 000 – NOK 49 999. People from the group of incomes NOK 30 000 – NOK 39 999 are also much more interested in news about sports celebrities' personal economy and properties and, as a whole, they are more interested in all the types of news about sports celebrities, compared to the other groups. They are also the group where most people say they would go to a website specialized in news about sports celebrities, many of them saying they would do this 2-6 times a week. Therefore, it can be concluded from all comparisons by income that the potential consumers are comparatively well paid, middle aged, part of the middle class, which means that there can be attracted various advertisers, offering things that can be afforded by well-paid customers.

Survey Conclusions

What can be concluded from the analysis of the data from the survey I conducted is that sports news are not as popular as other types of news and news about celebrities are not as popular as sports news. News only about sports celebrities is even slightly less popular than news about celebrities and than sports news. However, there are still even not few people interested in such a specific type of news that the news about sports celebrities is. This will be investigated further in the qualitative interviews chapter. Moreover, the results showed that news about sports celebrities are only surpassed by winter sports and football news, when comparing to different types of sports news. In this sense the results from the survey are even

more than positive and encouraging the creation of a website offering only news about sports celebrities. Such website would have its audience. Moreover, the results confirmed the most used media for obtaining both sports news and news about sports celebrities is the Internet and therefore the best approach would be the creation of a website. Although most people said they were satisfied with the offer of sports news and news about sports celebrities on the Internet, some of them made valuable suggestions what is missing or could be better and the main idea could be summarized in this way - more news about world athletes. Furthermore, the media brands pointed out by the respondents for obtaining sports news and news about sports celebrities can be well used for the purposes and in the analysis in the next chapters. What is more, at the top of the media pointed by the participants in this survey were generally the most popular media in Norway. This can serve as confirmation that the results obtained in the survey can be considered as credible, although not officially generalizable, which makes them even more valuable than the initial expectation I had. Surprisingly for me, typical media offering celebrity news such as the magazines *Se og Hør* and *Her og Nå* were ranked at the bottom for obtaining news about sports celebrities. This could mean that something is missing in those media in regards to the news about sports celebrities. This could be because magazines ranked at the bottom in the preferences of respondents for media channels they use, although both magazines have their websites as well.

It is also worth noting again that, as it is according to the theory presented before the results, people not always do what they say and especially in the context of celebrity news, maybe many do not confess they obtain such news, because it could be perceived by many as morally unacceptable or something that is for people with low education, but still in reality many could actually obtain such news. And the website is the perfect way to do it as anonymously as possible. Moreover, the results in my survey showed that there actually many people with high education and well-paid people of middle age that are among the most interested in news about sports celebrities. These results could be due to the fact that many of my contacts in social media are well-educated people, but even so, and even if the expectation that the lower the education and the lower the income is, the more people are interested in celebrity news (which was not confirmed by my study), this could then mean that the number of people that would be interested in obtaining news from a website specialized in offering such content, would be even much greater than that in my results.

Although the profile of the most common respondent in the survey was a young well educated non-Norwegian woman between 25-34 years old, with an own monthly gross income of less than NOK 20 000, there were almost as equally men as women interested in

news about sports celebrities. Furthermore, many of the people interested in news about celebrities are well-paid and between 25-44 years old which gives great advantages in attracting advertisers for the website.

The results from the survey also confirmed some of the discussion in theoretical chapter. First of all, even in a Scandinavian media system there is a place for a commercial media and for popular journalism. This is even more so having in mind the effects of globalization and the coexistence of more and more people of different cultures in this region of the world. Furthermore, the Internet and new media proved to be the preferred way for obtaining sports news and news about sports celebrities, so creating a website is not only the cheapest, but the best way to create media and distribute such news. Besides, there is a significant audience not only for sports news and celebrity news, but also for far more specific content such as news about sports celebrities. However, a website offering only news about sports celebrities would be more likely to be successful if created in cooperation with or by a media house offering other popular media products, although some results suggested that it can provide a valuable for many advertisers target group. But this should be investigated in more details and such an attempt will be made in the next chapters, and especially in the chapter about the theoretical conclusions and answering the general research question. In the chapters about the survey and the qualitative interviews I wanted on first place to present and summarize the data and the results from the researches.

Finally, it should again be mentioned that the results discussed above are not well suited for generalization due to the low number of participants and other potential error sources as well. However, the results can to a great extent been considered as credible, as it could be seen through their analysis and even they might be not completely replicable in a survey with different respondents, they gave a lot of valuable information that can be used in a future survey. Moreover, an attempt to double-check and to get even more deep in the information obtained in this survey will be made through a qualitative method in the next chapter. And finally, even all possible weaknesses in my survey being confirmed in future, this does not make the survey unworthy meaningless. At least because one of its main purposes was to show and prove that the author could conduct surveys and could use them as a research method in future studies.

5. Qualitative Interviews Data Analysis

Introduction

This chapter has as a goal to answer the second sub-research question outlined in this thesis: *What is the current situation on the market for sports celebrity news in Norway and which would be the potential investors and competitors of a sports celebrity news website?* The purpose is, following the results obtained in the survey described in the previous chapter, to get more insight, in-depth information about the potential grounds for the creation of a website specialized in news about sports celebrities in Norway. For this reason and as already mentioned, I will try to extend the information obtained by the means of the quantitative method of the surveys with information obtained through a qualitative method such as qualitative interviews. In this way I am not only looking for more in-depth information, but also I am trying to elaborate on the results in the survey. As already mentioned, this chapter is structured following the rest of the steps when doing qualitative interviews – transcribing, analyzing, verifying and reporting, which are regarding the process after the interviews have been conducted and therefore they are more closely to the analysis of the gathered data than to the process of conducting the interviews themselves. However, they must be added to the already described in the methodological chapter thematizing, designing and interviewing in order to have the full process of doing qualitative interviews completed.

Transcribing

The next steps after the two qualitative interviews with Terje Johansen and Pål Nisja-Wilhelmsen had been done, was to transcribe them from an audio file to a text document. “There is one basic rule in transcription – state explicitly in the report how the transcriptions were made.” (Kvale & Brinkmann, 2009: 180) As already mentioned, I transferred the audio files with the interviews to my personal computer immediately after each of the interviews was conducted. This was not only due to security reasons related to research ethics, but also because it was going to be easier for me to transcribe the interviews when they are uploaded on my computer. I tried to transcribe only those parts of the interviews I considered it would be very likely to be used in the discussion of the Master’s thesis. In other words, the transcribing process was the first stage in which I filtered the useful information I was going to use for the purposes of the thesis.

After I finished transcribing all the useful information from the audio files to a text document, I had to translate narrow down even more the information I was going to use. I

selected some quotations I was going to cite or paraphrase in the analysis in my paper. As the interviews were conducted in Norwegian, I also had to translate those quotations into English. I did this by myself and in order to make sure I translated them correctly and that I have kept the meaning implied by the interviewees, I sent the translations to Terje Johansen and Pål Nisja-Wilhelmsen for approval. Only after they approved them and all needed corrections were made, I included the quotations in the text of my thesis.

The final stage of filtering of the quotations I was going to use happened during the analysis of the data.

Analysing

This is a stage in which it should be decided which of the gathered material will be used. Actually the analysis of the data had begun a long time before the analysis step came. I have had all the time in my mind ideas about the analysis of the data, but this is true also about all other steps in the process of conducting the qualitative interviews. And I think this approach – having in mind the whole process of the research when doing each and every single steps of it, was a good practice, which helped me a lot. Therefore, when I started the analysis of the gathered data from the qualitative interviews, I had already filtered for example a lot of the information and had left only that which I thought would be most suitable for my purposes. Furthermore, the idea about the two interviews had been from the very beginning that I would like to compare two different points of view on the topic of my thesis. That is why I tried to interview people with different point of view, having in mind that the analysis would be basically based on comparison. And indeed, in the analysis I grouped the arguments of the two interviewees according to sub-topics in the interviews, as the questions and themes in them were almost the same. Thus I was able to easily compare their opinions on sub-topics such as: potential of the idea for a website about sports celebrities, are there enough advertisers for such a website, why there are not such separate sports websites in Norway as in other countries such as Spain, Italy and Germany, what is the potential of using user generated content, what is the future of niche media in Norway, etc. For each of the sub-categories I outlined I grouped the most suitable quotations that I would most probably use as a proof during the analysis. Finally, based on the comparison in each sub-topic I was going to find out similarities and differences in the opinion of the two interviewees which would help me to make general conclusions about the main topic.

Verifying

This is a stage that deals with the validity, reliability and generalizability of the findings from the interviews. (Kvale & Brinkmann, 2009: 106) Having in mind the meaning of each of those concepts, explained in the previous chapter about the survey research, I can clearly state that the results from the qualitative interviews I conducted cannot be generalized, because this is the nature of qualitative methods. The purpose was not to generalize the results, but to find out more in-depth information, to broaden the view over the subject of research and to complement the results obtained in the survey I conducted.

In regards to validity, which is regarding whether the method investigates what it purports to investigate (Kvale & Brinkmann, 2009: 246), I can confirm after the interviews were conducted that they were the best method to employ in order to find out more in-depth information and to explain some of the results obtained in the survey. I stuck strictly to the purposes of the second sub-research question in my thesis and to the interview guide I had prepared. In addition, I followed all the steps of conducting qualitative interviews and reported the study to *NSD* – the Data Protection Official for Research in Norway. That is why I think the research I did was also compliant in regards to reliability which refers to whether a finding is reproducible at other times and by other researchers. (Kvale & Brinkmann, 2009: 245). I have not only followed all the recommendations and best practices for doing qualitative interviews, but also tried to view the subject of research through the prism of media experts with different points of view, so that I can avoid biased results. However, I should admit that although I did my best to be as objective as possible and to avoid any biases, the conclusions I will present in the next section of this chapter may be different if the depending on who is interviewed in regards to that topic, as every person has more or less different opinion on a certain topic. This is confirmed by the different opinions of the people I interviewed who, although both media experts, had a very different point of view. This confirmed that I have right to pre-select them and to choose the interviewees randomly, so that I can have two opposite opinions. Therefore, it can be expected that if the research is replicated with different media experts, their opinions will belong more or less to one of the two viewpoints presented in my research, which is a good sign for the reliability of the research I did.

Reporting

Finally, it comes the last stage of doing qualitative interviews in which the findings of the study and the methods applied are communicated in a readable product. (Kvale &

Brinkmann, 2009: 106) I have already described in details the whole process of how I used the method, so now I will discuss the gathered material and will present the conclusions to which I came. I analyzed the opinions of the media experts I interviewed on different sub-topics and I tried to find out differences and similarities, as well as new knowledge I could add to the results obtained from the survey, so that I could then make final conclusions.

The market situation for sports news in Norway.

First of all, I tried to find out answers about the market situation in Norway for sports news. According to Pål Nisja-Wilhelmsen "VG is clearly the biggest player in Norway today in regards to sports news. And we have *NRK* sport which is big and *TV2* sport. There is also *Nettavisen*, but it is part of a mixture between other things. I am very interested in sport." (Nisja-Wilhelmsen, 2015) This corresponds with the results I obtained in the survey which showed that *NRK*, *VG2* and *TV2* were most preferred by people to obtain sports news. In addition, Pål Nisja-Wilhelmsen confirmed also another of the results I obtained about sports news in Norway – that the most popular sports are football and ski, although from his point of view there was a great potential in other sports such as handball and cricket: "90 percent of sport coverage in Norway is about football results, and the other 10 percent are about ski." (Nisja-Wilhelmsen, 2015) He also confirmed the finding in my survey that there was not enough news about foreign athletes: "Yes, there is nothing in Norway. There is few about Norwegians, but about foreign athletes there is not all." (Nisja-Wilhelmsen, 2015) However, according to Pål Nisja-Wilhelmsen "It is a myth that men in Norway are interested in sport. In Norway men are interested in football, most of those interested in football are men - 92%. However, when it comes to sport men and women are equally interested – 50/50. And then surprisingly you can reach advertisers for women." (Nisja-Wilhelmsen, 2015) This is something that, on the one hand, does not correspond very much to the result in my survey, where most of people interested in sports were men, while in regards to celebrity news there were equally interested men and women. However, on the other hand, the results in my survey also showed that men were clearly more interested in football news than women, and generally, the qualitative interviews confirmed most of the results from my survey. Therefore, it can be said that although not generalizable, they are very credible and if there were any doubts, especially about some apparently surprising results, the qualitative interviews did perfectly one of its purposes and helped me confirm many of the results in the survey, in addition to the new information I was able to find out using them.

Such additional interesting information for me was to find out why there were not such separate sport news media in Norway as in Spain, Italy and Germany, for instance, where there are media such as *As*, *Marca*, *Gazzetta dello sport*, *Kicker*, etc. Interestingly, both interviewees pointed out as a reason history. "Traditionally the positions of Norwegian newspapers – *VG*, *Aftenposten* and TV-channels – *NRK*, *TV2*, have been very strong and no one of them wanted to create their own competitors." (Nisja-Wilhelmsen, 2015) Terje Johansen pointed out that some media have actually tried to create some websites: "*DV*, *Dagbladet*, *TV2* and *NRK* have been good at sports. Others have tried to establish websites, but not gained enough traffic to make a sound business." (Johansen, 2015) For Pål Nisja-Wilhelmsen the reason for the lack of such separate sport media brands in Norway is that Norwegians are very conservative and not so creative: "Norwegians are very conservative and are afraid of new things, to take chances and Norwegians are especially very afraid of risk." (Nisja-Wilhelmsen, 2015) In other words, innovation is something that could be improved in Norway and also there are apparently some cultural peculiarities that have its influence. That is why, it proved to be a good approach that I decided to construct the thesis having in mind all the time the context of the country it is written in regards to. However, as discussed in the previous chapters, in times of globalization, it could be expected that does cultural differences will diminish, which gives great opportunities to develop media products in countries where there had traditionally been conservatism towards them.

The market situation for celebrity news in Norway.

The market situation about celebrity news in Norway was best described by Terje Johansen: "The market situation for celebrity news in Norway is that there are two big players – *VG* and *Dagbladet*... You have others which make it also to a less degree... *Her og Nå* is far behind. So it can be said that the market has got smaller and smaller and there are no others coming in... It is one of the areas where advertising prices have traditionally been lowest. It is so because advertisers do not want to be on a scandal website." (Johansen, 2015) It can be concluded from this description that, first of all, the big actors on the market are similar to those in the results in my survey, although slightly different, because *Dagbladet* left behind *NRK*, *VG*, *TV2*, *Aftenposten* and *Nettavisen*. Secondly, the marginal position of *Her og Nå* that seemed to be surprising for me from the results in the survey, was confirmed. Furthermore, Terje Johansen pointed out that advertising prices in the area of celebrity news content had traditionally been lowest, but then he added that actually advertisers would not be on a scandalous website. This confirms also my conclusions in the theoretical part of the

thesis, as well as in the survey, that a website about sports celebrity news should not contain scandal news. This is not to say it should be self-censored and not to include such news at all, but that this should not be the primary goal and profile of such a website. And this is exactly my intention with this project. Because although Terje Johansen expressed the opinion that the market was getting smaller, I think there is still a lot missing in this news area in Norway and for which there is an interest. And this is confirmed by the opinion of Pål Nisja-Wilhelmsen: “[Tora Berger] was pregnant, but who is the father? Ole Einar Bjørndalen married a famous biathlon athlete from another country, but it was barely mentioned in sports news. And so we do not know, there is no coverage. There is nobody that writes about it.” (Nisja-Wilhelmsen, 2015)

The potential of a Norwegian website specialized in sports celebrity news.

And here comes the question about the potential of the idea to create a Norwegian website about sports celebrities. As I already explained, the two interviewees had different viewpoints generally, but especially very different viewpoints on that matter. Pål Nisja-Wilhelmsen was very positive about the idea saying that if one did it right, it would work well. According to him there was greater interest for David Beckham’s tattoos than David Beckham’s goals. “However, this is a type of journalism that neither celebrity reporters nor sports journalists take, because there is not Lady Gaga, there is Steven Gerrard who celebrity reporters do not know about...” (Nisja-Wilhelmsen, 2015) He gave also some other examples from his practice: “We had an article this summer about the World Cup football stars’ wives – it was the most read story for the whole month.” He added that people wanted to know, for instance, what music Petter Northug listened. Therefore, there is indeed a great interest for such type of content. However, Terje Johansen was rather skeptical, giving some reasons for that, one of which was of especially great importance, a factor I paid special attention to - advertising: “You will get low advertising prices, because many advertisers do not want to be on such a type of celebrity website. That is why you have to work to find out how to get better advertisers.” (Johansen, 2015)

Potential advertisers for a Norwegian website specialized in sports celebrity news.

Terje Johansen pointed out another very important factor regarding advertising in Norway I was aware from the very beginning when I started working on my project and which I explained in the introduction of this thesis – the lack of many betting advertisers in Norway: “In many other countries there are betting advertisers and they are a big financing

source for sport... This is not so in Norway.” (Johansen, 2015) However, according to Pål Nisja-Wilhelmsen there are enough advertisers in Norway for such a website and he pointed out indeed betting companies such as *Norsk Tipping* and *Norsk Rikstoto*:

“If you look at the market in Denmark which is free, betting industry does not use more money as a whole than *Norsk Tipping* in Norway, because *Norsk Tipping* is a very big advertiser, and *Norsk Rikstoto* as well. Therefore, I think it does not depend on this.”
(Nisja-Wilhelmsen, 2015)

However, if we assume that there is a problem with not enough betting advertisers in Norway, there still could be a solution. Terje Johansen reminded me about the Norwegian *TV3*’s example which broadcasts from England in order to be excluded from the strict advertising rules in Norway. Therefore, on theory there is a possibility for something similar in order to get enough advertisers for my website. However, I am skeptical about such idea, because in the particular case, there is no point for foreign betting companies that do not operate in Norway to be interested in advertising on a website offering as a target group Norwegian-speaking population. Despite this, I can rather agree with Pål Nisja-Wilhelmsen that there are still enough advertisers in Norway. In my opinion not only are *Norsk Tipping* and *Norsk Rikstoto* indeed big financial sources, but there are a lot of other potential advertisers in one of the world’s wealthiest countries. Moreover, as my theoretical discussions and results from the survey in this thesis showed, a website about sports celebrities news would be attractive not only for betting companies, but would be even more for other advertisers looking for women as a target group. Furthermore, as suggested by Terje Johansen, there are also some ways to get better advertising prices from the available advertisers:

”I think very much of what is going on in media world today is partly whether you can get many readers, users through social media, user-generated content which lets you make volume of page visits at a low price... And at the same time you get an advertising network where you can get a little higher price through exchange...”
(Johansen, 2015)

Challenges for a Norwegian website specialized in sports celebrity news.

Nevertheless, even Terje Johansen admitted that the content of such a website would be interesting for many people, although from his point of view the interest for such news was not very different than in other countries: “I am absolutely sure that people think those are interesting stuff... The question is to manage to make stories which are read and shared... But it is important that those are stories that make feelings, that make you wish to share.”

(Johansen, 2015). He added another valuable advice about what is necessary in order such an idea to be successfully implemented: “You will also have not only to have readers... You will have to manage to get readers for the right cost, to manage to get them making deep cases which people think are very nice.” (Johansen, 2015) He also suggested that it would be essential to have a good business model, in which some of the main points are what problem you are going to resolve for users and what your target group is. “I like using this method because in this way you reduce the risk with the launching and you reduce the uncertainty. And you can have a great degree of uncertainty in a market like this...” (Johansen, 2015) According to him it is not so important what the topic one writes about is, but the strings one can manage to touch in people. And he thinks celebrity news is not something people share, although feelings can be evoked, for instance, from news about a football start caught up going to bar the night before an important game. Although Terje Johansen was rather critical towards my idea, he continued giving very good arguments, which are actually valuable advices that should be taken in account when trying to implement the idea in practice: “If you work with foreign news, foreign sports celebrities, you have to use some time to find out which sources are credible and you have to get photos.” (Johansen, 2015) Pål Nisja-Wilhelmsen added another factor of great importance when creating such a website – the resource of journalists: “You need someone that is very dedicated, who would write about this.” (Nisja-Wilhelmsen, 2015) And this is according to Pål Nisja-Wilhelmsen the real problem and if it can be resolved, his media would be interested in such a project. However, he admitted that his media had not tried to create such website, pointing out another important factor for this – the difficulties coming from the creation of your competitors by yourself. However, in my opinion and according to economics theories discussed earlier in this paper, I cannot agree that if you create a separate brand for a niche content, you create a competitor of yourself. Because coming out from the concepts of economies of scale and scope, creating another media, a niche media, by a certain media house, would give it the opportunity to reach more readers and users and thus the content created with many of the already existing resources in the company, to be more profitable and efficient. In other words, there would be a need of not so many additional resources for an already established media house to create a new website, but at the same time this website would give the company the opportunity more of its production to reach more people. And I cannot agree that this website will be a competitor of the already established media by the company, because they can even enable through appropriate links even greater traffic for all websites of the media house. However, the other argument pointed out by Pål Nisja-Wilhelmsen as a reason that a website about

sports celebrity news had not been created referred again to Norwegian conservatism: “There is a big fear to create such type of things. Once we tried in *TV2* to create a celebrity website which was going to be about young celebrities. This will say – those who young people, teenagers like. But nobody wanted to work with this... If you look at stars in the series *Jessie* that all children and young people watch, there is nobody that writes about them in Norway.” (Nisja-Wilhelmsen, 2015) Therefore, this is another confirmation that there are not only a lot of missing news about sports celebrities, but also about many other celebrities and celebrity topics in Norway. However, in regards to the creation of a website about sports celebrity news, the big challenge according to Pål Nisja-Wilhelmsen, as already mentioned, is to find journalist who could not only write about sports celebrity news, but would like to do that. In contrast, what Terje Johansen’s media would look at in an idea about a website about sports celebrity news would be how big the investment in the website itself would be and how much the investment in distribution would be.

Distribution as a key element.

From both interviews I did I can conclude that distribution was pointed out by both media experts as a very important factor: “You have to have distribution which you can get in collaboration with someone as big as *VG*, *Nettavisen* or *Dagbladet*.” (Johansen, 2015) Pål Nisja-Wilhelmsen also pointed out distribution as a key element on which it should be worked, admitting at the same time that such a website could be created as part of a media house, as well as a separate brand: “You can do it both ways... For example *Trening.no* is a website about training, exercises. They provide us with articles, although they are a separate website, and they get distribution and branding.” (Nisja-Wilhelmsen, 2015) Therefore, what I can conclude from this is that distribution is a key element or a driving force, which should be added to Chris Anderson’s long tail theory. Because in order the model described in this theory to be functional and niche media to be successful they need the distribution resources of big media, of already successful and popular products. That is why I say that distribution is a driving force, this is the key element that makes niches cooperate with popular products. Otherwise, without the distribution opportunities offered by the popular products, the long tail theory for the success of niches in the long time run would not be possible. This also confirms the conclusions I have already made in this paper that a Norwegian specialist website, and more specifically, a Norwegian website about sports celebrities news should be created in cooperation with a big popular news brand in Norway in order to be successful. This is the key moment for the success of a niche media in Norway, because, as confirmed also by the

two media expert I interviewed, there is a potential in niches in future: “I think there is a growth of many small niches now. I will give an example. There is one website that writes about real estate property. It has 20 000 readers monthly. But it earns very good money, because brokers get right target group... You would be able to buy all Norwegians on Facebook, but you would actually rarely need to reach all of them. When you are able to focus on a right target, then the idea of niches is much better.” (Nisja-Wilhelmsen, 2015) Positive towards the future of niche media in Norway was also Terje Johansen: “I must add that the biggest sites will be the winners overall, probably just one or two in Norway plus Facebook et al. To compete in this marketplace for others it will be necessary to specialize.” (Johansen, 2015)

The Internet – the best choice to create a media about sports celebrity news?

Furthermore, the Internet was confirmed as the best for the creation of a media offering news about sports celebrities: “I think that if one wants to start a media about sports celebrities, they should do it on the Internet.” (Johansen, 2015) This corresponds both to the theories according to which the Internet is the cheapest way to create media nowadays and to the results from the survey I conducted according to which most people obtain sports news and celebrity news on the Internet. And Terje Johansen suggested another key element which should be used as a starting point – how to create traffic: “I think the starting point will be to find out what could be shareable, how you can create traffic. This traffic has to be created on the basis that you have distribution. Distribution creates traffic, but if you want to make the traffic bigger, you have to do it through external sources which will make that when you reach a reader... he or she comes back tomorrow. You have to go to social media, to be good at search optimizing, so that when you look for a celebrity you are interested in, you get news from your website.” (Johansen, 2015) So here comes again the importance of distribution, which is actually the basis for traffic. However, as pointed out by Terje Johansen, distribution is not enough if you wish bigger traffic. That is why, it is a good idea to develop strategies for search optimizing, social media presence and other incentives that would make people come back to the website. At the same time, it is not only that the Internet is and will be the best media to create such ideas as mine, but especially in regards to celebrity news, there will be even greater opportunities: “I think celebrity magazines as we know them today will die soon. They are not dead, but they will die soon. And then there will be a vacuum, because we love celebrities – from kings, tsars and popes to the contemporary celebrities. People like gossips about celebrities... And that is something I think is increasing especially in segments we are

talking about... There are big opportunities.” (Nisja-Wilhelmsen, 2015) Furthermore, Terje Johansen pointed out that magazines and newspapers would not be important in future. From his point of view companies would spend a lot of money to become publishers and he referred to the example of Red Bull which invested heavily in becoming the world leader in extreme sports media.

The significance of user-generated content.

Nevertheless, I think it is very likely that not only companies will invest more and more to be publishers, but also consumers of media content themselves will want to be publishers. “40 procent of our page visits are indeed user generated – blogging. However, it is essential for the success to make people invest a little of their time, energy...” (Nisja-Wilhelmsen, 2015) I can consider this as a confirmation for the potential to implement user-generated content for the purposes of a website like mine – it can generate a lot of traffic. And this is an element which is important not only for sports celebrity news website, but also for every website in future, in my opinion, as it could not only save money, but also could build communities, could create something more than an ordinary website – a meeting point for people with common interests where they could interact. However, although having great potential from my point of view, user-generated content should not be overestimated, as there are some important aspects to be considered, as pointed out by Terje Johansen: “User generated content is interesting, but it is not at all for free. You have to invest in a platform and you will need to use a lot of time to moderate it... At the same time we see that for now the income per user or per reader has been less in that type of content than in the classic journalism.” (Johansen, 2015) Therefore, what I can conclude is the idea of implementation of more user-generated content has potential. It can reduce costs, but at the same time it is not completely for free. However, the opinions expressed by the two media experts seem to be rather positive towards this element and therefore I think this confirms the success of the user-generated content described in theories and this should be definitely present in a website about sports celebrity news.

Qualitative Interviews Conclusion

This chapter tried to find an answer of the second sub-research question outlined in the thesis: *What is the current situation on the market for sports celebrity news in Norway and which would be the potential investors and competitors of a sports celebrity news website?* After all the gathered data had been presented, analyzed and discussed throughout the chapter,

I can summarize the answer of that question in this way: There is a market for sports celebrity news in Norway, although it is arguably how big it is. The biggest actors and thus potential competitors of such a website are *VG*, *Dagbladet*, *TV2* and *NRK*. However, they can also be considered as potential investors in such an idea, because as the discussion showed, one of the main conclusions is that a website about sports celebrity news should be created as a part of a big media house giving good opportunities about distribution. Distribution indeed was another of the most important findings obtained through the qualitative interviews I conducted with two media experts – Terje Johansen from *Dagbladet* and *Aller Group*, and Pål Nisja-Wilhelmsen from *Nettavisen*. This is so because it was pointed out by both interviewees as a key element for the successful implementation of such project as mine. Moreover, from my discussion I concluded that distribution is actually a vital element that should be added to Chris Anderson's long tail theory, a driving force which makes this theory working. Therefore, this not confirms that theory and that niche media could become as successful as popular products in the long time run, but only if in cooperation with such popular products that could give good distribution opportunities for the niche products. Of course it should be noted that better distribution can be managed also by other means, but cooperation with already established popular products with good distribution opportunities seems to be the most important, and being part of a media house with such products – the easiest way to achieve that.

However, the above listed media are not the only potential investors in a website about sports celebrity news. Pål Nisja-Wilhelmsen from *Nettavisen* was far more positive towards that idea than Terje Johansen from *Dagbladet* and *Aller Group*. Actually the qualitative interviews and the discussion in this chapter were constructed intentionally in a way to compare the different viewpoints of two media experts in regards to my topic, so that I can get as broad and unbiased view over the subject of research as possible. Although more critical towards the idea, Terje Johansen gave valuable advices and arguments that should be taken into account when implementing such idea and even he admitted that there are people interested in sports celebrity news content. There is, however, need of a good business model. In other words, if done in the right way, there is a potential in the idea to create such a website, as actually Pål Nisja-Wilhelmsen's opinion can be summarized. However, he pointed out another important factor of great importance, which I was not able to find out in the survey – the need of journalists who would like to write about sports celebrities. Another finding from the qualitative interviews is that a sports celebrity website in Norway should not focus on scandals and should not be positioned as scandalous. This is, on the one hand,

because of some cultural peculiarities, and, on the other hand, and related to the first reason – because of advertisers who would not be associated with a scandalous website. This actually confirms my conclusions I had made up until now in the thesis – both in the theory and the survey chapter and in addition my intention has never been to create a scandalous website, but a website about something that I believe is missing in Norwegian media today. That my view was confirmed especially by Pål Nisja-Wilhelmsen and therefore there is a potential in that idea. Moreover, I found out that, although my initial view about the betting advertisers in Norway was confirmed, there are still enough advertisers and different option for the implementation of my project. Therefore, advertising is not a hindrance, nor it is that the idea is regarding the creation of a niche media, because both interviewees confirmed that there would be even greater potential in niche media, as well as that the Internet is the most appropriate way to deliver sports celebrity news content. Furthermore, I can conclude that such a website should definitely contain user-generated content, as its perspectives and advantages, along with some aspect that should be taken into account when dealing with it, were confirmed by both media experts I interviewed.

To summarize, the qualitative interviews I conducted with Terje Johansen and Pål Nisja-Wilhelmsen contributed with confirmation to many of the results in the survey I had done, as well as with a lot of new knowledge in regards to both theoretical and practical aspects. Although the media experts I interviewed had generally different opinion on the idea of the creation of a Norwegian website about sports celebrities, I can conclude that there is a potential in that idea. However, in order to be successful, there should be taken into account all the valuable advices and arguments from both experts, which came thanks to the approach to interview people with generally different points of view on the topic and to compare them. That is why I think the method of the qualitative interviews proved to be very useful for the purposes of my thesis, and especially in a combination with a quantitative method such as a survey, and it helped me not only answer the second sub-research question of the thesis, but also to add new knowledge both to the results from the survey about the first sub-research question and to the theory discussed in the theoretical chapter.

6. Theoretical Conclusions and Answering the General Research Question

Introduction

In this chapter I will try to answer the general research question of the thesis: *What are the grounds for the creation of a Norwegian website specialized in sports celebrity news?* As outlined in the beginning of this study, I will do that based on the results I obtained for each of the two sub-research questions and the theoretical conclusions to which I came discussing relevant theoretical concepts and testing them in the researches I conducted.

Theoretical Conclusions

However, first of all I will present the theoretical conclusions which can be made after testing the relevant theoretical concepts in the researches I obtained. I will also outline with what knowledge my researches can contribute to those theories. Only after that I will be able to answer the general research question of the thesis combining the theoretical knowledge and the results from the two-sub research questions.

Popular journalism and sports journalism.

Both the results from the survey and the qualitative interviews with media experts I conducted confirmed that popular journalism and sports journalism are interesting for many people even in a conservative, according to Pål Nisja-Wilhelmesen, country like Norway. This is actually a confirmation for journalism's functions not only to inform and educate, but also to entertain. However, it should be noted that a media delivering mainly scandalous and sensational news about celebrities would not be well accepted. This means that such a website should not offer news of a 'newszak', 'tabloid' (Franklin et al., 2005: 175), 'yellow journalism' (Campbell, 2001: 7f) or 'trash' style (Sparks & Tulloch, 2000: 292). Its style should be more close to the popular journalism, although this concept can be considered to contain tabloid journalism and tabloid journalism – to contain trash style (Sparks & Tulloch, 2000: 292). Because popular journalism is not something bad, it is necessary type of journalism for large groups of people. (Sparks & Tulloch, 2000: 297)

Nevertheless, my researches found out that there was a lack of sports and celebrity news in Norway. Therefore, combining popular journalism and sports journalism (Dahlgren & Sparks, 1992: 110) in a website offering news about sports celebrities would fill that space. And there is an empty space, because sports celebrities are important part of sports journalism, they are the protagonists and people are interested in them. (Dahlen, 2008: 388) A

website about sports celebrity news would have better chance for success if created in a stylish, but not using sensational or scandalous approach, which has never been my idea. There is an interest for popular journalism, sports journalism and sports celebrities, although not as big as for other type of news and journalism, according to the researches I conducted. And at the same time, as confirmed in the survey and the qualitative interviews, there is lack of information not only about world sports stars, but also very little information about Norwegian sports celebrities. This does not correspond to the interest indicated by the theories according to which sports fans seek any kind of connection to their favorites, including any kind of information about them. This interest was confirmed also in my researches. Hence, I can conclude that even in the Norwegian context, the theories about popular journalism, sports journalism and sports celebrities have been confirmed and there is great potential in the idea to create a Norwegian website about sports celebrities.

New media and digitization.

Both the survey and the qualitative interviews I conducted confirmed the leading role of the Internet as the most preferred media used for obtaining sports news and news about celebrities. This is also confirmed by the existing theoretical concepts presented in Chapter 2 – the Internet (Flew, 2005: 4) has not only crucial role for sport nowadays (Hutchins & Rowe, 2013: 2), but it is also economically the best option to create a media about sports celebrity news (Doyle, 2013: 25), because of its low entry barriers and advantages of economies of scale and scope (Doyle, 2013: 15f). Not surprisingly that Manuel Castells' network society is based on the Internet which marks the emergence of a 'new economy'. (Castells 1996: 471) And the conclusions in my researches showed that the significance of the Internet would become only greater, as at the same time other types of media such as newspapers and magazines, especially in the context of celebrity news, would diminish its positions.

Furthermore, in Norway there is a great degree of Internet penetration and most of the population has access to it. (Syvertsen et al., 2014: 40) At the same time, the level of newspaper consumption is higher compared to other countries. However, if the expectations of the media experts I interviewed come true and newspaper and magazine consumption diminishes, this could mean that this people will prefer other types of media. And from my researches I can conclude this most probably will be the Internet.

Media economics.

Furthermore, as already mentioned, the Internet was confirmed as the cheapest media nowadays. (Doyle, 2013: 25) And the digitization (Picard, 2011: 6) and convergence (Doyle, 2013: 25) give even greater opportunities for delivering content to more people and for less cost. However, even so, my researches showed that the best practice would be to create a Norwegian website about sports celebrities as a part of an already established media company which has popular products on the market. This is so because a sports celebrity website would be a niche media. And it was confirmed in my study that niches have great potential. Moreover, this potential is growing even more due to the increasingly fragmented media environment, which could suggest the emergence of more and more niche products. (Napoli, 2011: 66) According to Chris Anderson's long tail theory it can be concluded that niche products can be as profitable as popular products in the long time run. (Anderson, 2006: 52) I received confirmation of that theory – this is possible, but only if there are popular products. In other words, a website about sports celebrity news should be created not as a separate brand, but as a part of an already established media house with popular products in its portfolio. Moreover, I found out another key element that could be added as vital to Chris Anderson's theory, as a driving force or explanation why otherwise niche products would not succeed – distribution. Both media experts I interviewed pointed out this element as a key for the success of a website about sports celebrity news. And this is so because being a part of a media house with popular products gives a niche media the necessary traffic, the distribution it needs. There is a chance a niche media to succeed without being a part of a media house – either as a separate brand cooperating with popular media and relying on exchange of distribution for its content or being a completely separate media which, however, must create its distribution on its own and by other means such as social media. However, the last option is the least likely to succeed and it is obvious that even if it succeeds, it would be much more difficult.

Media innovations.

My researches confirmed that innovation is a driving force for change. (Storsul & Krumsvik, 2013: 9) However, what can be added to the theoretical knowledge is that implementation of certain innovation could depend on cultural and national characteristics. That is why innovations that work well in one market cannot be just implemented in another one and it is not certain that they will work the same way.

In regards to Norway, what can be concluded from my researches is that there is still what to be improved in terms of innovation due to rather high levels of conservatism towards some new things, as pointed out by Pål Nisja-Wilhelmsen. This gives great opportunities for the implementation of innovative products, especially because Norwegians do not tend to risk with new things. However, on the other hand this could be a hindrance or at least a risk, because new idea might not be accepted. Therefore, there is a need of careful research before implementing such ideas and it should be paid special attention to the cultural peculiarities. In the case of my idea for the creation of a website about sports celebrity news, for instance, I found out that, unlike in many other countries, in Norway such website should not rely on scandalous and sensationalist news content. This will not be perceived well both by audience and potential advertisers. And this an important factor, because “The coupling of advertisers and media consumers remains a central business model for the media industries.” (Krumsvik, 2012: 730)

There is a room for the implementation of innovations in Norway and there is consequently more potential for in user-generated content, as according to the discussed relevant theory innovation boosts user-generated content. This was confirmed especially in the qualitative interviews with media experts I conducted. Therefore, user-generated content is not only a way to get cheaper content, but also to make people feel part of the media, which corresponds to my viewpoint that news websites of the future should not be just websites offering news – they should be meeting place for people with common interests, they should be interactive – their consumers should have the option also to create content. Moreover, users could also introduce innovations (Hippel, 2005). In other words, a successful strategy that can be added to each innovation is to engage users as much as possible. Then, in the case of media, this could also create loyalty and could give more opportunities for distribution.

The Norwegian context.

As already noted, the discussion of the theory in this thesis was done in the context of the Norwegian market and audience and, hence, all the conclusions were based on researches regarding Norway. There might be variations in the implementation of some of the theories in different markets and conditions. Therefore, theories should additionally be tested for the respective market of interest. That is what I did in this thesis and that is why I paid special attention on the context in which I was discussing the theories and all the time had in my mind the condition that what I was researching was regarding Norway, a country being part of

the Nordic model and at the same time one of the countries grouped by Hallin and Mancini in the Democratic Corporatist media model. (Hallin & Mancini, 2004: 298)

What I can conclude from my research is that I can agree with Hallin and Mancini that it is very likely that media systems converge into one system in future and this system could be closer to the Liberal Model. However, in my opinion this “one” system will not be completely the same as the Liberal Model described by Hallin and Mancini (Hallin & Mancini, 2004: 298f), but rather a mixture between the different models. And here I can add that, from my point of view, this mixture will be not only between Liberal and Democratist models, but also would include the Polarized Pluralist Model. (Hallin & Mancini, 2004: 298) What makes me think so is the process of globalization which leads not only to convergence of media platforms, but I think of convergence in many other aspects of people’s life. It leads also to exchange of practices, as more than ever in human history people can communicate and exchange practices without the hindrance of distances or national borders. We already see how multinational corporations use practices from their home countries and implement them in other markets. Yes, there are cultural differences they should be careful with, as I already noted. However, from my point of view, in the long time run, tat exchange of practices and filling of free, not completely developed niches in certain markets (as I think the case with sports celebrity news in Norway is) will lead to a very small differences between media systems and all of them will change closing to each other and creating one new model. And the main reason for that is indeed globalization, which was also pointed out by Syvertsen et al. (2014: 23) as one of the threats for the Nordic Media Welfare State. This is especially important because based on the characteristics of the Nordic Media Welfare State, it can be considered as a vital element protecting from overwhelming commercialization tendencies coming from others systems outside the Nordic region. Therefore, I can conclude that the Nordic Media Welfare State is an important factor, which has many advantages, but which, at the same time, impedes the convergence of the media systems of the Nordic countries with other media systems. However, globalization is one of the processes that could threaten the Nordic Media Welfare State and therefore to ease the process of convergence of the specific Nordic media systems with other systems. Furthermore, not only the globalization, but also political projects on a transnational level such as the European Union (EU) contribute to such unifications, including in the area of media, even more. Therefore, to summarize, I agree with Hallin and Manicini that media systems are changing and closing to one model. However, I think that it is not certain that this model would be closer to the Liberal Model. What is important consequence from such theoretical conclusion is that there are and will be many

opportunities for filling undeveloped niches in certain markets in the process of such closing of media systems. However, until the unification process is completed, cultural peculiarities should be taken into account, because it might not be the right time for certain projects to be implemented in certain markets. Some of them can take more time to be implemented or should be postponed for later time, because although I agree with Hallin and Mancini that systems will converge in one, it cannot be predicted how much time this process will take.

Furthermore, the influence of globalization is even greater – it not only has enabled digitization, convergence and exchange of know-how and successful practices. It has also lead to mobility of people and less burdens for crossing national borders. As it could be easily seen in my survey, for instance, there are many people of non-Norwegian origin that live and work in Norway, they understand Norwegian language and are thus potential users of a website about sports celebrities. Coming in Norway they bring with them their national characteristics and they change the picture of the potential audience of Norwegian media, thus changing the Norwegian media landscape. This is another confirmation that the theory of Hallin and Mancini and enables even more the process of converging of media systems.

Answering the General Research Question

After I have outlined the theoretical conclusions to which I came in my study, I can now combine them with the results from the survey and the qualitative interviews which helped me answer the two sub-research questions, so that I can find an answer of the general research question of this Master's thesis – *“What are the grounds for the creation of a Norwegian website specialized in sports celebrity news?”*.

What I can conclude from the discussion of the relevant theoretical concepts and the researches I conducted is that there are very good grounds for the creation of a Norwegian website specialized in sports celebrity news and hence there is a potential in the implementation of this idea. And when I not only say that there are good grounds, but I will point them out. Therefore, I will first of all summarize what exactly the grounds for the creation of a website about sports celebrity news are, so that it is clear why they make me think there is a potential in my idea. Then I will also point out some important factors that came during the research and discussions in the thesis, which should be taken into account, and be considered as conditions to be fulfilled when I say that there is a potential in my idea and good grounds for its implementation.

Grounds for the creation of a Norwegian website specialized in sports celebrity news.

First of all, I can conclude from the discussed relevant theories and the results from the survey and the qualitative interviews I conducted that there is a great potential and therefore a solid ground in sports celebrity news content. Although sports celebrity news is not as popular as sports news and other types of news, according to the results in my study, there is a significant group of people interested in such content. In regards to the profile of the potential consumers and therefore the target group, I found out that there are almost as equally men as women interested in news about sports celebrities. Moreover, the users of a Norwegian website about sports celebrity news would be comparatively well paid, middle aged, part of the middle class, which means that there can be attracted various advertisers, offering things that can be afforded by well-paid customers. Furthermore, there is a great possibility that many of the potential consumers could be people with non-Norwegian citizenship, as the results from my survey showed that they were as equally interested in sports celebrity news as Norwegians.

As noted, the profile of the potential consumers of a website about sports celebrity news means there are great opportunities to get various advertisers. But are there enough advertisers for sports celebrity news content in Norway? According to the conclusions I made from the qualitative interviews with media experts, yes – there are. Although I confirmed that there many betting companies missing on the Norwegian market, *Norsk Tipping* and *Norsk Rikstoto* seem to be very solid potential advertisers. There are also other potential advertisers, as the profile of the website would be different than a regular sports news website.

The potential competitors and at the same time potential investors in the idea of a website about sports celebrities are the most popular media groups in Norway. According to the results in my survey, which were confirmed to a great extent in the qualitative interviews, the most popular media for obtaining sports celebrity news are *NRK*, *VG*, *TV2*, *Aftenposten* and *Nettavisen*. It should be noted that at the same time a typical celebrity media in Norway such as the magazine *Se og Hør* scored very low and left far behind.

Furthermore, the Internet proved to be the best choice to create a media about sports celebrity news in Norway. It is not only cheaper than TV, radio, newspapers and magazines, but it is also the most preferred media for obtaining sports and celebrity news according to the results I obtained in my survey. The media experts I interviewed also confirmed that the Internet is the best choice and that it has most potential in future.

Both the theoretical concepts, and especially Chris Anderson's long tail theory, and the results from my survey and qualitative interviews confirmed that there is a great potential in niche media content. It is also a good idea to implement user-generated content which is boosted by innovation and contributes not only to lower costs for media, but also engages audience and would make a news website more attractive. I confirmed that niches can be profitable, but there are some important

Furthermore, innovation is the driving force for change and there are great opportunities for innovative products in Norway despite the Norwegian conservatism suggested by one of the media experts I interviewed. This is so because first of all this means there are things that have not been done on this market. Such missing thing is not only a website about sports celebrity news, but there is also missing news content in this area, as my findings showed that, for instance, there is a lack and, consequently, a need of more news about foreign, world athletes. Secondly, there are great opportunities, because the picture in Norway is changing and this is mainly because of the globalization process. The discussion and the analysis of both theories and research results in this thesis came to the conclusion that it is very likely that the different media systems would come closer and closer to each other in future, creating at a certain point a new system which would be a mixture of the characteristics of those systems. This would include even the countries belonging to the Nordic model, including Norway despite the mentioned conservatism. This will give great opportunities for the implementation of innovative for the market products in especially not very well developed sectors. In other words, although historically and culturally not having good positions in Norway, sports celebrity news offered by a specialized Norwegian website would have potential.

Important aspects to be considered when creating a Norwegian website specialized in sports celebrity news.

However, the question is that such a project should be implemented at the right time and only after certain aspects have been considered. That is why now after I have presented some of the main grounds for the creation of a Norwegian specialized website about celebrity sports news, I will list some important factors that should be taken into account and added to the already outlined grounds, so that such an idea could be successfully implemented.

First of all, both the theoretical concepts and the results from my researches suggested that a Norwegian specialized website about celebrity sports news should be created as a part of a big media house or media group with already established popular products. This will not

only diminish the risk, but it should also be considered as a condition for Chris Anderson's long tail theory about niche products to be successfully implemented in practice. There is need of kind of cooperation with popular products, so that a niche media could have better chances to be successful.

This is so also because of the need of distribution – a key element I found out in my study and particularly in the qualitative interviews I conducted. And the easiest way to get distribution is to cooperate with a big media house with a portfolio of already established popular products. Actually I came to the conclusion that distribution is the driving force, the key element that makes Chris Anderson's long tail theory work and thus it should be added both as a condition and driving force of that theory. (Anderson, 2006: 52) However, when I say distribution is a key element of that theory, I do not mean of course that every need of distribution or where distribution leads to that theory. It is mostly regarding niche media projects. However, distribution can exist in other models and can be managed also in other ways, even when implementing an idea about niche media. Social media, for instance, can be used for building distribution. However, this way is much more difficult and risky than the model of cooperation with popular products.

Another important factor I found out in my research, so that an idea about a Norwegian specialized website about celebrity sports news could be implemented successfully, is the availability of journalist. This might be underestimated, but in my study it appeared to be a very important aspect. Moreover, there is a need of journalist that not only could write about sports celebrity news, but also would like to do that. Therefore, especially when creating specialist content it is essential to take into account the resource of journalists that will work to create that content.

Furthermore, there is a need of a detailed and carefully considered business plan. Such a business plan could be created in future based on the conclusions and results in this thesis. However, it is not a purpose of this study to outline a business plan, but to focus on the theoretical aspect and to test how the relevant theories would work in practice using appropriate research methods.

Last but not least, a Norwegian specialized website about celebrity sports news should not be one relying on scandalous content, at least on that point of development of the market, as discussed above. This is due to the conservatism among many Norwegians and because of advertisers which would not be on a website offering such content. However, as I have already underlined from the very beginning of this study, my intention has never been to create a scandalous website. The idea of a Norwegian specialized website about celebrity

sports news is to fill in an unoccupied and not completely developed niche, combining quality and style to create an innovative product offering content that is now unavailable in Norway.

Comparison with practices in other countries.

As already concluded, there is a great potential in the idea to create a Norwegian website about sports celebrities. To the already outlined reasons which make me think so, I would like to add the example of similar projects or similar content in other countries and especially in my home country Bulgaria. I think this is relevant to be mentioned, although in the discussions above it was pointed out that the implementation of similar project in different markets is difficult to be compared and would not be a correct approach. However, as I concluded in this study, media systems are changing and they exchange more and more experience and practices from each other. That is why I think that it should be showed something that is missing in Norway, but has been implemented in other countries, because according to the theoretical conclusions I mad, at a certain moment in future it would be applied in the market where it is missing, as a part of the convergence between the media systems. Therefore, the example I would like to mention first of all is coming from my practice as a journalist in Bulgaria. As I worked as an editor in one of the leading national TV's sports website at a particular moment, I know that most viewed content I uploaded on the website was regarding sports celebrity news. It made clearly much more visits than regular sports news. I was even advised by my bosses to carefully look for such type of news and to try to upload them more often. What is more, same can be concluded if one takes a look at the most read news in the most popular sports news websites in Bulgaria. Therefore, sports celebrity news content has been implemented as an important part of sports news in my country. Furthermore, the development of sports celebrity news content has come to an even higher level, when in 2014 the Swedish *Modern Times Group (MTG)* which is an owner of one of the leading national TV channels in Bulgaria – *Nova TV*, decided to launch a new specialized sports celebrity news channel called *Trace Sport Stars*. Following that logic, although the markets in Bulgaria in Norway are different, why would not be possible in Norway to create not a TV channel, which would cost much more and is much more risky investment, but a website about sports celebrity news, thus applying the theory about the converging media systems I outlined?

How a Norwegian Website about Sports Celebrities Would Look Like

Finally, in stead of a conclusion of the chapter I will summarize how my website about sports celebrities would look like based on the already presented theoretical conclusions and results from the researches I did. Such a website would definitely not be a scandalous website, but a media offering content that is missing in Norway. The website will especially focus on foreign athletes. It rely much on a user-generated content, thus not only having lower costs, but also being more interactive, being more than a website, but a meeting point for people with a common interest where they can “touch” their heroes. Readers will not only be readers, but rather users and at the same time – publishers. Therefore such a website would not be just a regular news website, it would not only provide content that is not available now in Norway, but will be even more innovative giving a real experience to its users. However, those main aspects I mention here would be only the frame of the website. The whole concept of the website will be presented in more details in the future business plan that could be based on many of the conclusions and results in this study.

7. Conclusion

This paper was a Master's thesis study with a topic "The other face of sport – creating a Norwegian specialized sports news website", researched and written by Hristo Rumenov Rashkov as part of the student's studies in the Master degree programme in Nordic media at the University of Oslo in the period 2013 - 2015. It tried to find an answer of what the grounds for the creation of a Norwegian website specialized in sports celebrity news are. The study fulfilled its goal and answered the main research question based on discussion of relevant theoretical concepts, as well as the results and the conclusions from two sub-research questions. For the purposes of the study it was used a research method design of a mixed type, employing both quantitative and qualitative methods, more specifically an online survey with potential users of a sports celebrity website and qualitative interviews with media experts. This proved to be a very good approach, because not only those methods were very appropriate in order to answer the respective sub-research question, but in this way I was able to get a broad view over the subject of research – both to verify the results from the research in each sub-research question and to extend them, to obtain more knowledge. I have also strictly followed the good practices when employing those methods in media research, including that I was very careful to stick to research ethics. That is why I think both methods were strong in regards to validity and reliability. However, I should admit that I was not able to achieve generalizable results and this is a disadvantage especially in regards to the survey, because this is indeed one of its main purposes. I explained in details the reasons for that – time, finances and generally that this is an academic study, a Master's degree study. Moreover, one of my main goals in this thesis was to prove that I can employ the chosen methods in a media research and that I would be able to use them well in future studies. That is why I still think it was a very good approach to employ a survey in my thesis, because I managed to get very valuable results and conclusions, which although not generalizable, proved to be very credible and based on them I would be able to conduct new researches and to develop a business plan for the implementation of the idea about a sports celebrity news website. In addition to the fact that I practiced my knowledge in research methods, I tried through their means to test some of the relevant theoretical concepts. I have not only found confirmation of some theories, but also suggested some new findings that could be added to the theoretical knowledge, based on my analysis, discussions, results and conclusions in the researches I conducted. This was achieved through an appropriate structure of the thesis. After I set the goals of the study and its research framework, I presented and discussed some of the most relevant theoretical concepts. In that part of the thesis I tried to find out some interesting

characteristics, some details and tendencies that I could test in the survey and the qualitative interviews, thus not only answering the sub-research questions and the general research question, but also trying to contribute to the relevant theoretical knowledge. Furthermore, the researches were based indeed on the theoretical knowledge. Therefore, during the survey and the qualitative interviews I was able to confirm a lot of the theories, to find out that they are indeed relevant to my idea and at the same time to build on them with some findings. Finally, this made it possible for me not only to answer the general research question, but also to go back to the theories on which the whole study was built, and to check what I have confirmed and what new knowledge I can add. This whole structure and approach in the thesis made it a very good mixture of theoretical knowledge, research methodology and new findings interconnected between each other, that not only will help me implement in future the idea about a website about sports celebrity news, but also will contribute to the theoretical knowledge in a media field of a great importance, in my opinion, because of its development and potential. Moreover, both the results, conclusions and new theoretical knowledge could well serve not only for my future projects, but also for the purposes of studies of other researchers in that area.

Finally, I would like to note that this thesis had as a goal and proved to use knowledge I obtained in all of the courses I have taken in the Nordic Media programme. I think this is a great advantage which gives the thesis' topic additional value, because it was able to combine in an unique way all the relevant knowledge obtained during that Master's programme studies – including both theories and research methods. This makes the thesis the sublime point of the studies using and showing all the knowledge obtained in the programme, which actually its purpose I think is.

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Appendix

Survey Informed Consent
(in Norwegian, as given to participants)

Forespørsel om deltakelse i undersøkelse i forbindelse med masteroppgave

”Hva er etterspørselen etter norskspråklige sportsnyheter og nyheter om idrettskjendiser?”

Jeg heter Hristo Rashkov, og jeg skriver en masteroppgave som en del av studiene mine i Master i Nordic Media ved Institutt for medier og kommunikasjon ved Universitetet i Oslo. Overskriften på masteroppgaven min er ”Sportens andre ansikt - opprettelse av et norsk spesialisert sportsnyhetsnettsted”, og mitt prosjekts formål er å undersøke hva grunnlaget for opprettelsen av et norskspråklig spesialisert sportsnyhetsnettsted er.

For å kunne vite mer om dette, gjennomfører jeg en undersøkelse som jeg spør deg om å delta i. Den dreier seg om hva etterspørselen etter norskspråklige sportsnyheter og nyheter om idrettskjendiser er. Undersøkelsen gjennomføres bare elektronisk, og jeg finner deltakere gjennom sosiale plattformer som Facebook, Twitter og LinkedIn. Jeg begynner med å sende forespørselen til mine venner og grupper jeg deltar i på disse sosiale plattformene, og ønsker gjerne at den som får forespørselen, uansett han eller hun vil delta, deler den med vennene sine. I undersøkelsen kan alle voksne som forstår norsk, delta (18 år eller over).

Undersøkelsen har tre deler, og vil ta omtrent 12-15 minutter. Spørsmålene i den første delen dreier seg om din interesse i og forbruk av sportsnyheter, og de i den andre delen - om din interesse i og forbruk av kjendisnyheter om idrettsutøvere. Den tredje delen inneholder standardiserte demografiske spørsmål om deltakernes kjønn, alder, statsborgerskap, utdanning og inntekt som skal brukes til viktige sammenligninger i forhold til prosjektets formål. Det er ikke spørsmål som krever deltakernes navn eller personnummer, og alle opplysninger skal behandles konfidensielt og bare av studenten som gjennomfører undersøkelsen, og av prosjektsveilederen. De skal slettes etter prosjektets avslutning i 2015. Noen opplysninger skal bevares bare som en del av den ferdige masteroppgaven, men ingen enkeltpersoner vil kunne gjenkjennes.

Det er frivillig å delta i studien, og du kan når som helst trekke ditt samtykke uten å oppgi noen grunn. Dersom du trekker deg, vil alle opplysninger om deg bli anonymisert.

Dersom du har spørsmål om studien, vennligst ta kontakt med meg, Hristo Rashkov, på telefonnummer 45685175 eller send en e-post til hristorr@student.media.uio.no

Studien er meldt til Personvernombudet for forskning, Norsk samfunnsvitenskapelig datatjeneste AS.

Tusen takk for oppmerksomheten og for hjelpen din dersom du deltar i undersøkelsen eller deler den med venner.

Med vennlig hilsen,

Hristo Rashkov

Survey Questionnaire
(in Norwegian, as given to participants)

Del 1 - Spørsmål om sportsnyheter:

I hvilken grad er du interessert i å lese, se på eller høre på følgende typer nyheter?

*(vennligst kryss av for hver nyhetstype på en skala fra 1 til 5, der 1 er **ikke interessert i det hele tatt**, og 5 er **interessert i svært stor grad**)*

- | | |
|--|------------------------|
| • sportsnyheter | 1 2 3 4 5 jeg vet ikke |
| • kjendisnyheter (om alle kjendiser, inkl. idrettskjendiser) | 1 2 3 4 5 jeg vet ikke |
| • kjendisnyheter (bare om idrettskjendiser) | 1 2 3 4 5 jeg vet ikke |
| • kjendisnyheter (unntatt de om idrettskjendiser) | 1 2 3 4 5 jeg vet ikke |
| • nyheter (av alle typer) fra Norge | 1 2 3 4 5 jeg vet ikke |
| • nyheter (av alle typer) fra resten av verden | 1 2 3 4 5 jeg vet ikke |
| • politiske nyheter | 1 2 3 4 5 jeg vet ikke |
| • økonominyheter | 1 2 3 4 5 jeg vet ikke |
| • krimnyheter | 1 2 3 4 5 jeg vet ikke |
| • vitenskapsnyheter | 1 2 3 4 5 jeg vet ikke |
| • værnnyheter | 1 2 3 4 5 jeg vet ikke |

Hvor **ofte per uke** leser, ser på eller hører du normalt på **sportsnyheter**?

*(I tilfelle **aldri** er valgt, vennligst hopp over til spørsmål nummer 5, ellers vennligst fortsett med spørsmål nummer 3)*

- aldri
- sjeldnere enn hver uke
- en gang per uke
- 2-6 dager per uke
- en gang daglig
- flere ganger daglig
- jeg vet ikke

I hvilken grad bruker du normalt følgende mediekanaler for å skaffe deg norskspråklige **sportsnyheter**?

*(vennligst kryss av for hver mediekanal på en skala fra 1 til 5, der 1 er **bruker ikke**, og 5 er **bruker veldig mye**)*

- internett
- tv
- radio
- avis
- blad

Hvilke medier foretrekker du å bruke for å skaffe deg norskspråklige **sportsnyheter**?

(du kan velge flere alternativer)

- Verdens Gang (VG) (inkl. avis, internet, TV)
- Aftenposten (inkl. avis, internett)
- Dagbladet (inkl. avis, internett)
- Nettavisen (www.na.no)
- NRK (inkl. alle NRKs kanaler på TV, radio, nett)
- TV2 (inkl. alle TV2-kanaler på TV og nett)
- C More (inkl. alle C More-kanaler på TV og nett)
- Viasat (inkl. alle Viasats kanaler på TV og nett)
- Eurosport (inkl. alle Eurosports kanaler på TV og internett)
- P4 (inkl. radio, internett)
- Radio Norge (inkl. radio, internett)
- annet *(vennligst spesifiser)*.....

Hvor **sannsynlig** er det at du vil ønske å lese, se eller høre på følgende typer **sportsnyheter**?

(vennligst kryss av for hver type på en skala fra 1 til 5, der 1 er minst sannsynlig, og 5 er mest sannsynlig)

- | | | | | | | |
|------------------------------------|---|---|---|---|---|--------------|
| • fotballnyheter | 1 | 2 | 3 | 4 | 5 | jeg vet ikke |
| • tennisnyheter | 1 | 2 | 3 | 4 | 5 | jeg vet ikke |
| • basketballnyheter | 1 | 2 | 3 | 4 | 5 | jeg vet ikke |
| • volleyballnyheter | 1 | 2 | 3 | 4 | 5 | jeg vet ikke |
| • vintersportsnyheter | 1 | 2 | 3 | 4 | 5 | jeg vet ikke |
| • kjendisnyheter om idrettsutøvere | 1 | 2 | 3 | 4 | 5 | jeg vet ikke |

Skaffer du deg norskspråklige **sportsnyheter** på **internett**?

*(Hvis **nei** er valgt, vennligst hopp over til spørsmål nummer 9. Ellers vennligst fortsett med spørsmål nummer 7)*

- ja
- nei
- jeg vet ikke

I hvilken grad synes du at tilbudet på internett **tilfredstiller** eller **ikke tilfredstiller** din interesse for norskspråklige **sportsnyheter**?

(vennligst påpek på en skala fra 1 til 5, der 1 er ikke tilfredstiller i det hele tatt, og 5 er tilfredstiller i stor grad)

- 5
- 4
- 3
- 2
- 1
- jeg vet ikke

Er det noe som mangler eller noe som du ville bli bedre, i forhold til tilbudet av norskspråklige **sportsnyheter** på **internett**?

- ja (*vennligst spesifiser*).....
- nei
- jeg vet ikke

Del 2 – Spørsmål om sportskjendisnyheter:

Hvor **ofte per uke** leser, ser på eller hører du normalt på **kjendisnyheter om idrettsutøvere**?

*(I tilfelle **aldri** er valgt, vennligst hopp over til spørsmål nummer 12, ellers vennligst fortsett med spørsmål nummer 10)*

- aldri
- sjeldnere enn hver uke
- en gang per uke
- 2-6 dager per uke
- en gang daglig
- flere ganger daglig
- jeg vet ikke

I hvilken grad bruker du normalt følgende mediekkanaler for å skaffe deg norskspråklige **kjendisnyheter om idrettsutøvere**?

*(vennligst kryss av for hver mediekkanal på en skala fra 1 til 5, der 1 er **bruker ikke**, og 5 er **bruker veldig mye**)*

- internett
- tv
- radio
- avis
- blad

Hvilke medier foretrekker du å bruke for å skaffe deg norskspråklige **kjendisnyheter om idrettsutøvere**?

(du kan velge flere alternativer)

- Verdens Gang (VG) (inkl. avis, internett, TV)
- Aftenposten (inkl. avis, internett)
- Dagbladet (inkl. avis, internett)
- Nettavisen (www.na.no)
- Se og Hør (inkl. blad, internett)
- Her og Nå (inkl. blad, internett)
- NRK (inkl. alle NRKs kanaler på TV, radio, nett)
- TV2 (inkl. alle TV2-kanaler på TV og nett)
- TV Norge (inkl. TV, internett)
- C More (inkl. alle C More-kanaler på TV og nett)
- Viasat (inkl. alle Viasats kanaler på TV og nett)

- Eurosport (inkl. alle Eurosports kanaler på TV og internett)
- P4 (inkl. radio, internett)
- Radio Norge (inkl. radio, internett)
- annet (*vennligst spesifiser*).....

Skaffer du deg norskspråklige **kjendisnyheter om idrettsutøvere** ved å besøke **nettsteder** som tilbyr slike nyheter?

(Hvis **nei** er valgt, vennligst hopp over til spørsmål nummer 15. Ellers vennligst fortsett med spørsmål nummer 13)

- ja
- nei
- jeg vet ikke

Er det noe som mangler eller noe som du ville bli bedre, i forhold til tilbudet **på internett** av norskspråklige **kjendisnyheter om idrettsutøvere**?

- ja (*vennligst spesifiser*).....
- nei
- jeg vet ikke

I hvilken grad synes du tilbudet på internett **tilfredstiller** eller **ikke tilfredstiller** din interesse i norskspråklige **kjendisnyheter om idrettsutøvere**?

(*vennligst kryss av på skalaen fra 1 til 5, der 1 er ikke tilfredstiller i det hele tatt, og 5 er tilfredstiller i stor grad*)

- 5
- 4
- 3
- 2
- 1
- jeg vet ikke

Hvor sannsynlig er det at du vil lese, se på eller høre på følgende typer norskspråklige **kjendisnyheter om idrettsutøvere**?

(*vennligst kryss av for hver type på en skala fra 1 til 5, der 1 er minst sannsynlig, og 5 er mest sannsynlig*)

- | | |
|--|------------------------|
| • idrettskjendisers personlige forhold | 1 2 3 4 5 jeg vet ikke |
| • idrettskjendisers oppførsel i offentligheten når det vekker oppsikt | 1 2 3 4 5 jeg vet ikke |
| • idrettskjendisers motevaner | 1 2 3 4 5 jeg vet ikke |
| • idrettskjendisers fritidsaktiviteter | 1 2 3 4 5 jeg vet ikke |
| • idrettskjendisers økonomi eller eiendom (f. eks. penger, biler, hus, etc.) | 1 2 3 4 5 jeg vet ikke |

Er det **andre typer** norskspråklige **kjendisnyheter om idrettsutøvere** som du **gjerner** vil lese, se på eller høre på?

- ja (*vennligst spesifiser*).....
- nei
- jeg vet ikke

I hvilken grad tror du at du vil **foretrekke** eller **ikke foretrekke** å skaffe deg norskspråklige **kjendisnyheter om idrettsutøvere** på et nettsted som tilbyr bare slike nyheter?

(vennligst kryss av på en skala fra 1 til 5, der 1 er ikke foretrekker i det hele tatt, og 5 er foretrekker i stor grad)

- 5
- 4
- 3
- 2
- 1
- jeg vet ikke

Hvor **ofte per uke** tror du at du vil besøke et nettsted som tilbyr bare norskspråklige **kjendisnyheter om idrettsutøvere**?

- aldri
- sjeldnere enn hver uke
- en gang per uke
- 2-6 dager per uke
- en gang daglig
- flere ganger daglig
- jeg vet ikke

Demografiske opplysninger:

1. Kryss av for kjønn:

- mann
- kvinne

2. Hva er din alder?

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 +

3. Hva slags statsborgerskap har du?

- norsk
- annet (*vennligst spesifiser*).....

4. Hva er den **høyeste** graden eller utdanningen du har fullført?

- Grunnskole
- Videregående skole
- Høyskole eller universitet, inntil 4 år
- Høyskole eller universitet, 4 år eller mer

5. Hva er din **personlige bruttoinntekt per måned**? (som en sum av alle typer inntekter)

- mindre enn kr. 20 000
- kr. 20 000 – kr. 29 999
- kr. 30 000 – kr. 39 999
- kr. 40 000 – kr. 49 999
- kr. 50 000 – kr. 59 999
- mer enn kr. 59 999

Qualitative interviews guide

1. Er det potensial i ideen å etablere et norsk sportkjendisnyhetsnettsted?
2. Hva er markedssituasjonen for kjendisnyheter og, mer spesielt, for kjendisnyheter som gjelder sportsutøvere, i Norge?
3. Jeg har fått inntrykk av at det ikke er mange kjendismedier i Norge. Hva mener du, er det nok kjendismedier i Norge? (Hvorfor/hvorfor ikke?)
4. Er nordmenn interessert i kjendisnyheter og, mer spesielt, i kjendisnyheter som gjelder sportsutøvere?
5. Hva er etterspørselen etter kjendisnyheter, og mer spesielt, etter kjendisnyheter som gjelder sportsutøvere, i Norge?
6. Hva er markedssituasjonen for sportsnyheter i Norge?
7. Er nordmenn interessert i sportsnyheter?
8. Hvorfor er det ikke like sportsnyhetssteder i Norge som i Spania og Tyskland for eksempel? (f. eks. som Marca, As, Kicker, etc.)
9. Har din medie prøvd å opprette et helt nytt sportsnyhetsnettsted som en separat brand? (Hvis ikke, hvorfor ikke?)
10. Er det noe som mangler på tilbudet av sportsnyheter/sportskjendisnyheter?
11. Hvilke er de potensielle annonsørene for et norsk sportsnyhetsnettsted/sportskjendisnyhetsnettsted?
12. Har din medie prøvd å opprette et helt nytt kjendisnyhetssnettsted eller, mer spesielt, sportskjendisnyhetsnettsted som en separat brand? (Hvis ikke, hvorfor ikke?)
13. Er din medie interessert eller kan den bli interessert i opprettelsen av kjendisnyhetsnettsted eller kjendisnyhetsnettsted som gjelder sportsutøvere?

I hvilken grad er du interessert i å lese, se på eller høre på følgende typer nyheter? (vennligst....

#	Question	1	2	3	4	5	vet ikke	Total Responses	Mean
1	sportsnyheter	13	12	6	5	9	0	45	2.67
2	kjendisnyheter (om alle kjendiser, inkl. idrettskjendiser)	10	18	12	3	1	1	45	2.33
3	kjendisnyheter (bare om idrettskjendiser)	14	11	14	5	0	0	44	2.23
4	kjendisnyheter (unntatt de om idrettskjendiser)	13	10	10	7	1	2	43	2.51
5	nyheter (av alle typer) fra Norge	2	1	4	23	13	2	45	4.11
6	nyheter (av alle typer) fra resten av verden	0	1	3	24	13	3	44	4.32
7	politiske nyheter	2	7	14	10	10	2	45	3.56
8	økonominyheter	3	5	14	16	6	1	45	3.44
9	krimnyheter	5	7	12	15	4	1	44	3.20
10	vitenskapsnyheter	1	1	13	11	15	4	45	4.11
11	værnyheter	2	8	12	7	13	2	44	3.61

Statistic	sportsnyheter	kjendisnyheter (om alle kjendiser, inkl. idrettskjendiser)	kjendisnyheter (bare om idrettskjendiser)	kjendisnyheter (unntatt de om idrettskjendiser)	nyheter (av alle typer) fra Norge	nyheter (av alle typer) fra resten av verden	politiske nyheter	økonominyheter	krimnyheter	vitenskapsnyheter	værnyheter
Min Value	1	1	1	1	1	2	1	1	1	1	1
Max Value	5	6	4	6	6	6	6	6	6	6	6
Mean	2.67	2.33	2.23	2.51	4.11	4.32	3.56	3.44	3.20	4.11	3.61
Variance	2.27	1.23	1.06	1.92	1.06	0.64	1.57	1.30	1.52	1.28	1.78
Standard Deviation	1.51	1.11	1.03	1.39	1.03	0.80	1.25	1.14	1.23	1.13	1.33
Total Responses	45	45	44	43	45	44	45	45	44	45	44

Hvor ofte per uke leser, ser på eller hører du normalt på sportsnyheter? (I tilfelle aldri er valgt, vennligst hopp over til spørsmål nummer 5, ellers vennligst fortsett med spørsmål nummer 3)

#	Answer	Bar	Response	%
1	aldri	<div></div>	7	16%
2	sjeldnere enn hver uke	<div></div>	13	30%
3	en gang per uke	<div></div>	9	21%
4	2-6 dager per uke	<div></div>	7	16%
5	en gang daglig	<div></div>	1	2%
6	flere ganger daglig	<div></div>	6	14%
7	jeg vet ikke		0	0%
	Total		43	

Statistic	Value
Min Value	1
Max Value	6
Mean	3.00
Variance	2.52
Standard Deviation	1.59
Total Responses	43

I hvilken grad bruker du normalt følgende mediekkanaler for å skaffe deg
norskspråklige sportsnyheter? (vennligst kryss av for hver mediekkanal på en skala
fra 1 til 5, der 1 er bruker ikke, og 5 er bruker veldig mye)

#	Question	1	2	3	4	5	Total Responses	Mean
1	internett	10	3	6	4	17	40	3.38
2	tv	11	5	11	5	8	40	2.85
3	radio	16	8	11	4	1	40	2.15
4	avis	14	12	8	5	1	40	2.18
5	blad	23	9	5	2	1	40	1.73

Statistic	internett	tv	radio	avis	blad
Min Value	1	1	1	1	1
Max Value	5	5	5	5	5
Mean	3.38	2.85	2.15	2.18	1.73
Variance	2.80	2.18	1.31	1.28	1.08
Standard Deviation	1.67	1.48	1.14	1.13	1.04
Total Responses	40	40	40	40	40

Hvilke medier foretrekker du å bruke for å skaffe deg norskspråklige sportsnyheter? (du kan velge flere alternativer)

#	Answer	Bar	Response	%
1	Verdens Gang (VG) (inkl. avis, internett, TV)	<div></div>	16	41%
2	Aftenposten (inkl. avis, internett)	<div></div>	11	28%
3	Dagbladet (inkl. avis, internett)	<div></div>	6	15%
4	Nettavisen (www.na.no)	<div></div>	4	10%
5	NRK (inkl. alle NRKs kanaler på TV, radio, internett)	<div></div>	18	46%
6	TV2 (inkl. alle TV2-kanaler på TV og internett)	<div></div>	13	33%
7	C More (inkl. alle C More-kanaler på TV og internett)	<div></div>	3	8%
8	Viasat (inkl. alle Viasats kanaler på TV og internett)	<div></div>	4	10%
9	Eurosport (inkl. alle Eurosports kanaler på TV og internett)	<div></div>	6	15%
10	P4 (inkl. radio, internett)	<div></div>	7	18%
11	Radio Norge (inkl. radio, internett)	<div></div>	5	13%
12	annet (vennligst spesifiser)	<div></div>	6	15%

annet (vennligst spesifiser)
Aftenposten
Ikke interesert av sportsnyheter
Jeg leser ikke om sport
RSS feeds fra BBC
Radio Rock
Dagens Næringsliv, lokalaviser (Varden, TA og PD)

Statistic	Value
Min Value	1
Max Value	12
Total Responses	39

Hvor sannsynlig er det at du vil ønske å lese, se eller høre på følgende typer sportsnyheter? (vennligst kryss av for hver type på en skala fra 1 til 5, der 1 er minst sannsynlig, og 5 er mest sannsynlig)

#	Question	1	2	3	4	5	vet ikke	Total Responses	Mean
1	fotballnyheter	17	7	3	4	13	1	45	2.82
2	tennisnyheter	24	2	8	4	3	3	44	2.30
3	basketballnyheter	29	5	3	3	4	1	45	1.91
4	volleyballnyheter	27	3	8	5	1	1	45	1.96
5	vintersportsnyheter	12	4	9	6	11	2	44	3.14
6	kjendisnyheter om idrettsutøvere	20	8	8	6	0	3	45	2.27

Statistic	fotballnyheter	tennisnyheter	basketballnyheter	volleyballnyheter	vintersportsnyheter	kjendisnyheter om idrettsutøvere
Min Value	1	1	1	1	1	1
Max Value	6	6	6	6	6	6
Mean	2.82	2.30	1.91	1.96	3.14	2.27
Variance	3.15	2.77	2.17	1.82	2.77	2.20
Standard Deviation	1.77	1.66	1.47	1.35	1.66	1.48
Total Responses	45	44	45	45	44	45

Skafter du deg norskspråklige sportsnyheter på internett? (Hvis nei er valgt, vennligst hopp over til spørsmål nummer 9. Ellers vennligst fortsett med spørsmål nummer 7)

#	Answer	Bar	Response	%
1	ja	<div></div>	22	50%
2	nei	<div></div>	18	41%
3	jeg vet ikke	<div></div>	4	9%
	Total		44	

Statistic	Value
Min Value	1
Max Value	3
Mean	1.59
Variance	0.43
Standard Deviation	0.66
Total Responses	44

I hvilken grad synes du at tilbudet på internett tilfredstiller eller ikke tilfredstiller din interesse for norskspråklige sportsnyheter? (vennligst påpek på en skala fra 1 til 5, der 1 er ikke tilfredstiller i det hele tatt, og 5 er tilfredstiller i stor grad)

#	Answer	Bar	Response	%
1	1	<div></div>	1	3%
2	2	<div></div>	5	14%
3	3	<div></div>	2	6%
4	4	<div></div>	14	39%
5	5	<div></div>	6	17%
6	jeg vet ikke	<div></div>	8	22%
	Total		36	

Statistic	Value
Min Value	1
Max Value	6
Mean	4.19
Variance	1.93
Standard Deviation	1.39
Total Responses	36

Er det noe som mangler eller noe som du ville bli bedre, i forhold til tilbudet av norskspråklige sportsnyheter på internett?

#	Answer	Bar	Response	%
1	ja (vennligst spesifiser)	<div></div>	5	14%
2	nei	<div></div>	10	28%
3	jeg vet ikke	<div></div>	21	58%
	Total		36	

ja (vennligst spesifiser)
få en egen sport avis som marca eller as
Det er for mye Petter Northug på norske medier!!!
mer verdens nyheter
RSS feeds, fri og åpen teknologi (fro for Adobe Flash, MS Silverlight o.l.)
Lite om utenlandske utøvere.

Statistic	Value
Min Value	1
Max Value	3
Mean	2.44
Variance	0.54
Standard Deviation	0.73
Total Responses	36

Hvor ofte per uke leser, ser på eller hører du normalt på kjendisnyheter om idrettsutøvere? (I tilfelle aldri er valgt, vennligst hopp over til spørsmål nummer 12, ellers vennligst fortsett med spørsmål nummer 10)

#	Answer	Bar	Response	%
1	aldri	<div></div>	15	35%
2	sjeldnere enn hver uke	<div></div>	14	33%
3	en gang per uke	<div></div>	4	9%
4	2-6 dager per uke	<div></div>	8	19%
5	en gang daglig		0	0%
6	flere ganger daglig	<div></div>	1	2%
7	jeg vet ikke	<div></div>	1	2%
	Total		43	

Statistic	Value
Min Value	1
Max Value	7
Mean	2.33
Variance	2.08
Standard Deviation	1.44
Total Responses	43

I hvilken grad bruker du normalt følgende mediekanaler for å skaffe deg norskspråklige kjendisnyheter om idrettsutøvere? (vennligst kryss av for hver mediekanal på en skala fra 1 til 5, der 1 er bruker ikke, og 5 er bruker veldig mye)

#	Question	1	2	3	4	5	Total Responses	Mean
1	internett	9	5	4	5	11	34	3.12
2	tv	10	8	5	8	3	34	2.59
3	radio	17	3	9	3	1	33	2.03
4	avis	14	7	8	2	2	33	2.12
5	blad	21	7	5	0	0	33	1.52

Statistic	internett	tv	radio	avis	blad
Min Value	1	1	1	1	1
Max Value	5	5	5	5	3
Mean	3.12	2.59	2.03	2.12	1.52
Variance	2.71	1.89	1.47	1.48	0.57
Standard Deviation	1.65	1.37	1.21	1.22	0.76
Total Responses	34	34	33	33	33

Hvilke medier foretrekker du å bruke for å skaffe deg norskspråklige kjendisnyheter om idrettsutøvere? (du kan velge flere alternativer)

#	Answer	Bar	Response	%
1	Verdens Gang (VG) (inkl. avis, internett, TV)	<div></div>	14	45%
2	Aftenposten (inkl. avis, internett)	<div></div>	10	32%
3	Dagbladet (inkl. avis, internett)	<div></div>	4	13%
4	Nettavisen (www.na.no)	<div></div>	5	16%
5	Se og Hør (inkl. blad, internett)	<div></div>	1	3%
6	Her og Nå (inkl. blad, internett)	<div></div>	1	3%
7	NRK (inkl. alle NRKs kanaler på TV, radio, nett)	<div></div>	15	48%
8	TV2 (inkl. alle TV2-kanaler på TV og nett)	<div></div>	10	32%
9	TV Norge (inkl. TV, internett)	<div></div>	3	10%
10	C More (inkl. alle C More-kanaler på TV og nett)	<div></div>	1	3%
11	Viasat (inkl. alle Viasats kanaler på TV og nett)	<div></div>	2	6%
12	Eurosport (inkl. alle Eurosports kanaler på TV og internett)	<div></div>	4	13%
13	P4 (inkl. radio, internett)	<div></div>	3	10%
14	Radio Norge (inkl. radio, internett)	<div></div>	4	13%
15	annet (vennligst spesifiser)	<div></div>	3	10%

annet (vennligst spesifiser)
Ikke interessert av sportskjendiser
Ingen
Dagens Næringsliv og lokalavisene Varden, TA og PD

Statistic	Value
Min Value	1
Max Value	15
Total Responses	31

Skafter du deg norskspråklige kjendisnyheter om idrettsutøvere ved å besøke nettsteder som tilbyr slike nyheter? (Hvis nei er valgt, vennligst hopp over til spørsmål nummer 15. Ellers vennligst fortsett med spørsmål nummer 13)

#	Answer	Bar	Response	%
1	ja	<div><div></div></div>	10	23%
2	nei	<div><div></div></div>	28	64%
3	jeg vet ikke	<div><div></div></div>	6	14%
	Total		44	

Statistic	Value
Min Value	1
Max Value	3
Mean	1.91
Variance	0.36
Standard Deviation	0.60
Total Responses	44

Er det noe som mangler eller noe som du ville bli bedre, i forhold til tilbudet på internett av norskspråklige kjendisnyheter om idrettsutøvere?

#	Answer	Bar	Response	%
1	ja (vennligst spesifiser)	<div></div>	1	3%
2	nei	<div></div>	12	40%
3	jeg vet ikke	<div></div>	17	57%
	Total		30	

ja (vennligst spesifiser)
Utenlandske utøvere

Statistic	Value
Min Value	1
Max Value	3
Mean	2.53
Variance	0.33
Standard Deviation	0.57
Total Responses	30

I hvilken grad synes du tilbudet på internett tilfredstiller eller ikke tilfredstiller din interesse i norskspråklige kjendisnyheter om idrettsutøvere? (vennligst kryss av på skalaen fra 1 til 5, der 1 er ikke tilfredstiller i det hele tatt, og 5 er tilfredstiller i stor grad)

#	Answer	Bar	Response	%
1	1	<div></div>	3	10%
2	2	<div></div>	0	0%
3	3	<div></div>	5	17%
4	4	<div></div>	8	28%
5	5	<div></div>	2	7%
6	jeg vet ikke	<div></div>	11	38%
	Total		29	

Statistic	Value
Min Value	1
Max Value	6
Mean	4.34
Variance	2.66
Standard Deviation	1.63
Total Responses	29

Hvor sannsynlig er det at du vil lese, se på eller høre på følgende typer norskspråklige kjendisnyheter om idrettsutøvere? (vennligst kryss av for hver type på en skala fra 1 til 5, der 1 er minst sannsynlig, og 5 er mest sannsynlig)

#	Question	1	2	3	4	5	vet ikke	Total Responses	Mean
1	idrettskjendisers personlige forhold	19	10	8	4	0	1	42	2.02
2	idrettskjendisers oppførsel i offentligheten når det vekker oppsikt	16	3	12	7	4	1	43	2.60
3	idrettskjendisers motevaner	23	10	5	3	1	1	43	1.88
4	idrettskjendisers fritidsaktiviteter	19	8	6	6	2	1	42	2.21
5	idrettskjendisers økonomi eller eiendom (f. eks. penger, biler, hus, etc.)	17	10	6	6	2	1	42	2.26

Statistic	idrettskjendisers personlige forhold	idrettskjendisers oppførsel i offentligheten når det vekker oppsikt	idrettskjendisers motevaner	idrettskjendisers fritidsaktiviteter	idrettskjendisers økonomi eller eiendom (f. eks. penger, biler, hus, etc.)
Min Value	1	1	1	1	1
Max Value	6	6	6	6	6
Mean	2.02	2.60	1.88	2.21	2.26
Variance	1.44	2.20	1.53	1.98	1.91
Standard Deviation	1.20	1.48	1.24	1.41	1.38
Total Responses	42	43	43	42	42

Er det andre typer norskspråklige kjendisnyheter om idrettsutøvere som du gjerne vil lese, se på eller høre på?

#	Answer	Bar	Response	%
1	ja (vennligst spesifiser)		0	0%
2	nei	<div></div>	28	67%
3	jeg vet ikke	<div></div>	14	33%
	Total		42	

ja (vennligst spesifiser)

Statistic	Value
Min Value	2
Max Value	3
Mean	2.33
Variance	0.23
Standard Deviation	0.48
Total Responses	42

I hvilken grad tror du at du vil foretrekke eller ikke foretrekke å skaffe deg norskspråklige kjendisnyheter om idrettsutøvere på et nettsted som tilbyr bare slike nyheter? (vennligst kryss av på en skala fra 1 til 5, der 1 er ikke foretrekker i det hele tatt, og 5 er foretrekker i stor grad)

#	Answer	Bar	Response	%
1	1	<div></div>	20	48%
2	2	<div></div>	4	10%
3	3	<div></div>	6	14%
4	4	<div></div>	5	12%
5	5	<div></div>	1	2%
6	jeg vet ikke	<div></div>	6	14%
	Total		42	

Statistic	Value
Min Value	1
Max Value	6
Mean	2.55
Variance	3.38
Standard Deviation	1.84
Total Responses	42

Hvor ofte per uke tror du at du vil besøke et nettsted som tilbyr bare norskspråklige kjendisnyheter om idrettsutøvere?

#	Answer	Bar	Response	%
1	aldri	<div></div>	20	45%
2	sjeldnere enn hver uke	<div></div>	9	20%
3	en gang per uke	<div></div>	7	16%
4	2-6 dager per uke	<div></div>	6	14%
5	en gang daglig	<div></div>	1	2%
6	flere ganger daglig		0	0%
7	jeg vet ikke	<div></div>	1	2%
	Total		44	

Statistic	Value
Min Value	1
Max Value	7
Mean	2.16
Variance	1.95
Standard Deviation	1.40
Total Responses	44

Kryss av for kjønn:

#	Answer	Bar	Response	%
1	mann	<div><div></div></div>	18	40%
2	kvinne	<div><div></div></div>	27	60%
	Total		45	

Statistic	Value
Min Value	1
Max Value	2
Mean	1.60
Variance	0.25
Standard Deviation	0.50
Total Responses	45

Hva er din alder?

#	Answer	Bar	Response	%
1	18-24	<div></div>	7	16%
2	25-34	<div></div>	25	56%
3	35-44	<div></div>	11	24%
4	45-54	<div></div>	2	4%
5	55-64		0	0%
6	65 +		0	0%
	Total		45	

Statistic	Value
Min Value	1
Max Value	4
Mean	2.18
Variance	0.56
Standard Deviation	0.75
Total Responses	45

Hva slags statsborgerskap har du?

#	Answer	Bar	Response	%
1	norsk	<div></div>	17	38%
2	annet (vennligst spesifiser)	<div></div>	28	62%
	Total		45	

annet (vennligst spesifiser)
Slovak
Bulgarsk
Bulgarian
bulgarsk
bulgarsk
bulgarsk
Georgisk
bulgarsk
bulgarsk
EU
Bulgarsk
polsk
Bulgarsk
Tysk
spansk
nederlandsk
iransk
bulgarsk
Bulgarsk
bulgarsk
bulgarsk
hong kong
bulgarsk
bulgarsk
bulgarer
bulgarsk
tysk

Statistic	Value
Min Value	1
Max Value	2
Mean	1.62
Variance	0.24
Standard Deviation	0.49
Total Responses	45

Hva er den høyeste graden eller utdanningen du har fullført?

#	Answer	Bar	Response	%
1	grunnskole		0	0%
2	videregående skole		9	20%
3	høyskole eller universitet, inntil 4 år		12	27%
4	høyskole eller universitet, 4 år eller mer		24	53%
	Total		45	

Statistic	Value
Min Value	2
Max Value	4
Mean	3.33
Variance	0.64
Standard Deviation	0.80
Total Responses	45

Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)

#	Answer	Bar	Response	%
1	mindre enn kr. 20 000	<div></div>	21	47%
2	kr. 20 000 – kr. 29 999	<div></div>	12	27%
3	kr. 30 000 – kr. 39 999	<div></div>	8	18%
4	kr. 40 000 – kr. 49 999	<div></div>	2	4%
5	kr. 50 000 – kr. 59 999	<div></div>	1	2%
6	mer enn kr. 59 999	<div></div>	1	2%
	Total		45	

Statistic	Value
Min Value	1
Max Value	6
Mean	1.96
Variance	1.41
Standard Deviation	1.19
Total Responses	45

Forespørsel om deltakelse i undersøkelse i forbindelse med masteroppgave

		Kryss av for kjønn:		Hva er din alder?									Hva slags statsborgerskap har du?				Hva er den høyeste graden eller utdanningen du har fullført?						Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)							
		mann	kvinne	Total	18-24	25-34	35-44	45-54	55-64	65 +	Total	norsk	annet (vennligst spesifiser)	Total	grunnskole	videregående skole	høyskole eller universitet, inntil 4 år	høyskole eller universitet, 4 år eller mer	Total	mindre enn kr. 20 000	kr. 20 000 – kr. 29 999	kr. 30 000 – kr. 39 999	kr. 40 000 – kr. 49 999	kr. 50 000 – kr. 59 999	mer enn kr. 59 999	Total				
Forespørsel om deltakelse i undersøkelse i forbindelse med masteroppgave "Hva er ettersp...	Jeg har mottatt informasjon om studien, og er villig til åring; delta i undersøkelsen (du må trykke først her, og så på "Start undersøkelsen" for åring; begynne åring; svare på spørsmånel)	18 40.00%	27 60.00%	45 100.00%	7 15.56%	25 55.56%	11 24.44%	2 4.44%	0 0.00%	0 0.00%	45 100.00%	17 37.78%	28 62.22%	45 100.00%	0 0.00%	9 20.00%	12 26.67%	24 53.33%	45 100.00%	21 46.67%	12 26.67%	8 17.78%	2 4.44%	1 2.22%	1 2.22%	45 100.00%				
	Total	18 40.00%	27 60.00%	45 100.00%	7 15.56%	25 55.56%	11 24.44%	2 4.44%	0 0.00%	0 0.00%	45 100.00%	17 37.78%	28 62.22%	45 100.00%	0 0.00%	9 20.00%	12 26.67%	24 53.33%	45 100.00%	21 46.67%	12 26.67%	8 17.78%	2 4.44%	1 2.22%	1 2.22%	45 100.00%				

		Kryss av for kjønn:	Hva er din alder?	Hva slags statsborgerskap har du?	Hva er den høyeste graden eller utdanningen du har fullført?	Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)
Forespørsel om deltakelse i undersøkelse i forbindelse med masteroppgave "Hva er ettersp...	Chi Square	0.00	0.00*	0.00	0.00*	0.00*
	Degrees of Freedom					
	p-value	1.00	1.00	1.00	1.00	1.00

*Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.

I hvilken grad er du interessert i å lese, se på eller høre på følgende typer nyheter?

		Kryss av for kjønn:		Hva er din alder?							Hva slags statsborgerskap har du?			Hva er den høyeste graden eller utdanningen du har fullført?				Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)								
		mann	kvinne	Total	18-24	25-34	35-44	45-54	55-64	65 +	Total	norsk	annet (vennligst spesifiser)	Total	grunnskole	videregående skole	høyskole eller universitet, inntil 4 år	høyskole eller universitet, 4 år eller mer	Total	mindre enn kr. 20 000	kr. 20 000 – kr. 29 999	kr. 30 000 – kr. 39 999	kr. 40 000 – kr. 49 999	kr. 50 000 – kr. 59 999		mer enn kr. 59 999
I hvilken grad er du interessert i å lese, se på eller høre på følgende typer nyheter? (vennligst..... - sportsnyheter)	1	4 30.77%	9 69.23%	13 100.00%	2 15.38%	7 53.85%	3 23.08%	1 7.69%	0 0.00%	0 0.00%	13 100.00%	5 38.46%	8 61.54%	13 100.00%	0 0.00%	3 23.08%	3 23.08%	7 53.85%	13 100.00%	7 53.85%	1 7.69%	4 30.77%	0 0.00%	0 0.00%	1 7.69%	13 100.00%
	2	2 16.67%	10 83.33%	12 100.00%	2 16.67%	5 41.67%	5 41.67%	0 0.00%	0 0.00%	0 0.00%	12 100.00%	6 50.00%	6 50.00%	12 100.00%	0 0.00%	2 16.67%	4 33.33%	6 50.00%	12 100.00%	5 41.67%	4 33.33%	1 8.33%	1 8.33%	0 0.00%	0 0.00%	12 100.00%
	3	2 33.33%	4 66.67%	6 100.00%	0 0.00%	5 83.33%	1 16.67%	0 0.00%	0 0.00%	0 0.00%	6 100.00%	2 33.33%	4 66.67%	6 100.00%	0 0.00%	1 16.67%	1 16.67%	4 66.67%	6 100.00%	50.00%	16.67%	16.67%	16.67%	0.00%	0.00%	6 100.00%
	4	3 60.00%	2 40.00%	5 100.00%	0 0.00%	5 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	5 100.00%	0 0.00%	5 100.00%	5 100.00%	0 0.00%	1 20.00%	1 20.00%	3 60.00%	5 100.00%	3 60.00%	2 40.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	5 100.00%
	5	7 77.78%	2 22.22%	9 100.00%	3 33.33%	3 33.33%	2 22.22%	1 11.11%	0 0.00%	0 0.00%	9 100.00%	4 44.44%	5 55.56%	9 100.00%	0 0.00%	2 22.22%	3 33.33%	4 44.44%	9 100.00%	3 33.33%	4 44.44%	2 22.22%	0 0.00%	0 0.00%	0 0.00%	9 100.00%
	vet ikke	0 0.00%	0 0.00%	0 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 100.00%	0 0.00%	0 0.00%	0 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 100.00%
	Total	18 40.00%	27 60.00%	45 100.00%	7 15.56%	25 55.56%	11 24.44%	2 4.44%	0 0.00%	0 0.00%	45 100.00%	17 37.78%	28 62.22%	45 100.00%	0 0.00%	9 20.00%	12 26.67%	24 53.33%	45 100.00%	21 46.67%	12 26.67%	8 17.78%	2 4.44%	1 2.22%	1 2.22%	45 100.00%
I hvilken grad er du interessert i å lese, se på eller høre på følgende typer nyheter? (vennligst..... - kjendisnyheter (om alle kjendiser, inkl. idrettskjendiser))	1	2 20.00%	8 80.00%	10 100.00%	1 10.00%	6 60.00%	3 30.00%	0 0.00%	0 0.00%	0 0.00%	10 100.00%	3 30.00%	7 70.00%	10 100.00%	0 0.00%	1 10.00%	3 30.00%	6 60.00%	10 100.00%	7 70.00%	0 0.00%	2 20.00%	1 10.00%	0 0.00%	0 0.00%	10 100.00%
	2	10 55.56%	8 44.44%	18 100.00%	5 27.78%	8 44.44%	5 27.78%	0 0.00%	0 0.00%	0 0.00%	18 100.00%	7 38.89%	11 61.11%	18 100.00%	0 0.00%	5 27.78%	4 22.22%	9 50.00%	18 100.00%	8 44.44%	7 38.89%	5 5.56%	1 5.56%	1 5.56%	0 0.00%	18 100.00%
	3	4 33.33%	8 66.67%	12 100.00%	0 0.00%	8 66.67%	2 16.67%	2 16.67%	0 0.00%	0 0.00%	12 100.00%	5 41.67%	7 58.33%	12 100.00%	0 0.00%	3 25.00%	3 25.00%	6 50.00%	12 100.00%	4 33.33%	3 25.00%	4 33.33%	0 0.00%	0 0.00%	1 8.33%	12 100.00%
	4	0 0.00%	3 100.00%	3 100.00%	1 33.33%	2 66.67%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	3 100.00%	2 66.67%	1 33.33%	3 100.00%	0 0.00%	0 0.00%	1 33.33%	2 66.67%	3 100.00%	2 66.67%	1 33.33%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	3 100.00%
	5	1 100.00%	0 0.00%	1 100.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	0 0.00%	1 100.00%	1 100.00%	0 0.00%	0 0.00%	1 100.00%	0 0.00%	1 100.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%
	vet ikke	1 100.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	0 0.00%	1 100.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	1 100.00%	0 0.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%
	Total	18 40.00%	27 60.00%	45 100.00%	7 15.56%	25 55.56%	11 24.44%	2 4.44%	0 0.00%	0 0.00%	45 100.00%	17 37.78%	28 62.22%	45 100.00%	0 0.00%	9 20.00%	12 26.67%	24 53.33%	45 100.00%	21 46.67%	12 26.67%	8 17.78%	2 4.44%	1 2.22%	1 2.22%	45 100.00%
I hvilken grad er du interessert i å lese, se på eller høre på følgende typer nyheter? (vennligst..... - kjendisnyheter (bare om idrettskjendiser))	1	4 28.57%	10 71.43%	14 100.00%	3 21.43%	8 57.14%	2 14.29%	1 7.14%	0 0.00%	0 0.00%	14 100.00%	7 50.00%	7 50.00%	14 100.00%	0 0.00%	1 7.14%	5 35.71%	8 57.14%	14 100.00%	10 71.43%	0 0.00%	3 21.43%	1 7.14%	0 0.00%	0 0.00%	14 100.00%
	2	3 27.27%	8 72.73%	11 100.00%	1 9.09%	4 36.36%	5 45.45%	1 9.09%	0 0.00%	0 0.00%	11 100.00%	3 27.27%	8 72.73%	11 100.00%	0 0.00%	2 18.18%	2 18.18%	7 63.64%	11 100.00%	2 18.18%	7 63.64%	1 9.09%	0 0.00%	1 9.09%	0 0.00%	11 100.00%
	3	7 50.00%	7 50.00%	14 100.00%	3 21.43%	10 71.43%	1 7.14%	0 0.00%	0 0.00%	0 0.00%	14 100.00%	5 35.71%	9 64.29%	14 100.00%	0 0.00%	5 35.71%	3 21.43%	6 42.86%	14 100.00%	7 50.00%	4 28.57%	2 14.29%	1 7.14%	0 0.00%	0 0.00%	14 100.00%
	4	4 80.00%	1 20.00%	5 100.00%	0 0.00%	3 60.00%	2 40.00%	0 0.00%	0 0.00%	0 0.00%	5 100.00%	2 40.00%	3 60.00%	5 100.00%	0 0.00%	0 0.00%	2 40.00%	3 60.00%	5 100.00%	1 20.00%	1 20.00%	2 40.00%	0 0.00%	0 0.00%	1 100.00%	5 100.00%
	5	0 0.00%	0 0.00%	0 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 100.00%	0 0.00%	0 0.00%	0 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 100.00%
	vet ikke	0 0.00%	0 0.00%	0 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 100.00%	0 0.00%	0 0.00%	0 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 100.00%
	Total	18 40.91%	26 59.09%	44 100.00%	7 15.91%	25 56.82%	10 22.73%	2 4.55%	0 0.00%	0 0.00%	44 100.00%	17 38.64%	27 61.36%	44 100.00%	0 0.00%	8 18.18%	12 27.27%	24 54.55%	44 100.00%	20 45.45%	12 27.27%	8 18.18%	2 4.55%	1 2.27%	1 2.27%	44 100.00%
I hvilken grad er du interessert i å lese, se på eller høre på følgende typer nyheter? (vennligst..... - kjendisnyheter (unntatt de om idrettskjendiser))	1	4 30.77%	9 69.23%	13 100.00%	2 15.38%	7 69.23%	15.38%	0 0.00%	0 0.00%	0 0.00%	13 100.00%	4 30.77%	9 69.23%	13 100.00%	0 0.00%	0 0.00%	4 30.77%	9 69.23%	13 100.00%	9 69.23%	1 7.69%	15.38%	7.69%	1 0.00%	0 0.00%	13 100.00%
	2	5 50.00%	5 50.00%	10 100.00%	2 20.00%	4 40.00%	4 40.00%	0 0.00%	0 0.00%	0 0.00%	10 100.00%	5 50.00%	5 50.00%	10 100.00%	0 0.00%	3 30.00%	2 20.00%	5 50.00%	10 100.00%	2 20.00%	6 60.00%	0 0.00%	0 0.00%	1 10.00%	1 10.00%	10 100.00%
	3	3 30.00%	7 70.00%	10 100.00%	1 10.00%	6 60.00%	2 20.00%	1 10.00%	0 0.00%	0 0.00%	10 100.00%	5 50.00%	5 50.00%	10 100.00%	0 0.00%	2 20.00%	4 40.00%	4 40.00%	10 100.00%	5 50.00%	1 10.00%	4 40.00%	0 0.00%	0 0.00%	0 0.00%	10 100.00%
	4	2 28.57%	5 71.43%	7 100.00%	2 28.57%	3 42.86%	1 14.29%	1 14.29%	0 0.00%	0 0.00%	7 100.00%	3 42.86%	4 57.14%	7 100.00%	0 0.00%	2 28.57%	1 14.29%	4 57.14%	7 100.00%	42.86%	42.86%	14.29%	0.00%	0.00%	0.00%	7 100.00%
	5	1 100.00%	0 0.00%	1 100.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	0 0.00%	1 100.00%	1 100.00%	0 0.00%	0 0.00%	1 100.00%	0 0.00%	1 100.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%
	vet ikke	2 100.00%	0 0.00%	2 100.00%	0 0.00%	1 50.00%	1 50.00%	0 0.00%	0 0.00%	0 0.00%	2 100.00%	0 0.00%	2 100.00%	2 100.00%	0 0.00%	0 0.00%	0 0.00%	2 100.00%	2 100.00%	0 0.00%	1 50.00%	1 50.00%	0 0.00%	0 0.00%	0 0.00%	2 100.00%
	Total	17 39.53%	26 60.47%	43 100.00%	7 16.28%	24 55.81%	10 23.26%	2 4.65%	0 0.00%	0 0.00%	43 100.00%	17 39.53%	26 60.47%	43 100.00%	0 0.00%	7 16.28%	12 27.91%	24 55.81%	43 100.00%	19 44.19%	12 27.91%	8 18.60%	2 4.65%	1 2.33%	1 2.33%	43 100.00%

		Kryss av for kjønn:	Hva er din alder?	Hva slags statsborgerskap har du?	Hva er den høyeste graden eller utdanningen du har fullført?	Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)
I hvilken grad er du interessert i å lese, se på eller høre på følgende typer nyheter? (vennligst.... - sportsnyheter)	Chi Square	9.48*	12.47*	4.02*	1.31*	16.00*
	Degrees of Freedom	5	25	5	15	25
	p-value	0.09	0.98	0.55	1.00	0.91

*Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.

		Kryss av for kjønn:	Hva er din alder?	Hva slags statsborgerskap har du?	Hva er den høyeste graden eller utdanningen du har fullført?	Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)
I hvilken grad er du interessert i å lese, se på eller høre på følgende typer nyheter? (vennligst.... - kjendisnyheter (om alle kjendiser, inkl. idrettskjendiser))	Chi Square	8.70*	15.71*	2.62*	5.90*	22.29*
	Degrees of Freedom	5	25	5	15	25
	p-value	0.12	0.92	0.76	0.98	0.62

*Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.

		Kryss av for kjønn:	Hva er din alder?	Hva slags statsborgerskap har du?	Hva er den høyeste graden eller utdanningen du har fullført?	Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)
I hvilken grad er du interessert i å lese, se på eller høre på følgende typer nyheter? (vennligst.... - kjendisnyheter (bare om idrettskjendiser))	Chi Square	5.37*	9.66*	1.42*	5.95*	27.86*
	Degrees of Freedom	5	25	5	15	25
	p-value	0.37	1.00	0.92	0.98	0.31

*Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.

		Kryss av for kjønn:	Hva er din alder?	Hva slags statsborgerskap har du?	Hva er den høyeste graden eller utdanningen du har fullført?	Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)
I hvilken grad er du interessert i å lese, se på eller høre på følgende typer nyheter? (vennligst.... - kjendisnyheter (unntatt de om idrettskjendiser))	Chi Square	6.20*	8.85*	3.33*	10.36*	37.01*
	Degrees of Freedom	5	25	5	15	25
	p-value	0.29	1.00	0.65	0.80	0.06

*Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.

I hvilken grad er du interessert i å lese, se på eller høre på følgende typer nyheter?

		Kryss av for kjønn:			Hva er din alder?						Hva slags statsborgerskap har du?		Hva er den høyeste graden eller utdanningen du har fullført?				Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)										
		mann	kvinne	Total	18-24	25-34	35-44	45-54	55-64	65 +	Total	norsk	annet (vennligst spesifiser)	Total	grunnskole	videregående skole	høyskole eller universitet, inntil 4 år	høyskole eller universitet, 4 år eller mer	Total	mindre enn kr. 20 000	kr. 20 000 – kr. 29 999	kr. 30 000 – kr. 39 999	kr. 40 000 – kr. 49 999	kr. 50 000 – kr. 59 999	mer enn kr. 59 999	Total	
I hvilken grad er duinteressert i å lese, se på eller høre på følgende typer nyheter? (vennligst.... - nyheter (av alle typer) fra Norge	1	1 50.00%	1 50.00%	2 100.00%	0 0.00%	1 50.00%	1 50.00%	0 0.00%	0 0.00%	0 0.00%	2 100.00%	0 0.00%	2 100.00%	2 100.00%	0 0.00%	0 0.00%	0 0.00%	2 100.00%	2 100.00%	1 50.00%	0 0.00%	1 50.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	2 100.00%
	2	1 100.00%	0 0.00%	1 100.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	1 100.00%	0 0.00%	1 100.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	
	3	1 25.00%	3 75.00%	4 100.00%	0 0.00%	3 75.00%	1 25.00%	0 0.00%	0 0.00%	0 0.00%	4 100.00%	1 25.00%	3 75.00%	4 100.00%	0 0.00%	0 0.00%	2 50.00%	2 50.00%	4 100.00%	2 50.00%	2 50.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	4 100.00%	
	4	7 30.43%	16 69.57%	23 100.00%	3 13.04%	12 52.17%	7 30.43%	1 4.35%	0 0.00%	0 0.00%	23 100.00%	7 30.43%	16 69.57%	23 100.00%	0 0.00%	4 17.39%	5 21.74%	14 60.87%	23 100.00%	11 47.83%	4 17.39%	5 21.74%	2 8.70%	1 4.35%	0 0.00%	23 100.00%	
	5	8 61.54%	5 38.46%	13 100.00%	3 23.08%	7 53.85%	2 15.38%	1 7.69%	0 0.00%	0 0.00%	13 100.00%	7 53.85%	6 46.15%	13 100.00%	0 0.00%	3 23.08%	4 30.77%	6 46.15%	13 100.00%	6 46.15%	5 38.46%	1 7.69%	0 0.00%	0 0.00%	1 7.69%	13 100.00%	
	vet ikke	0 0.00%	2 100.00%	2 100.00%	1 50.00%	1 50.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	2 100.00%	1 50.00%	1 50.00%	2 100.00%	0 0.00%	1 50.00%	1 50.00%	0 0.00%	2 100.00%	1 50.00%	1 50.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	2 100.00%	
	Total	18 40.00%	27 60.00%	45 100.00%	7 15.56%	25 55.56%	11 24.44%	2 4.44%	0 0.00%	0 0.00%	45 100.00%	17 37.78%	28 62.22%	45 100.00%	0 0.00%	9 20.00%	12 26.67%	24 53.33%	45 100.00%	21 46.67%	12 26.67%	8 17.78%	2 4.44%	1 2.22%	1 2.22%	45 100.00%	
I hvilken grad er duinteressert i å lese, se på eller høre på følgende typer nyheter? (vennligst.... - nyheter (av alle typer) fra resten av verden	1	0 0.00%	0 0.00%	0 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 100.00%	0 0.00%	0 0.00%	0 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 100.00%	
	2	0 0.00%	1 100.00%	1 100.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	0 0.00%	1 100.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	1 100.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	
	3	3 100.00%	0 0.00%	3 100.00%	0 0.00%	2 66.67%	1 33.33%	0 0.00%	0 0.00%	0 0.00%	3 100.00%	1 33.33%	2 66.67%	3 100.00%	0 0.00%	2 66.67%	1 33.33%	0 0.00%	3 100.00%	1 33.33%	1 33.33%	1 33.33%	0 0.00%	0 0.00%	0 0.00%	3 100.00%	
	4	8 33.33%	16 66.67%	24 100.00%	2 8.33%	16 66.67%	5 20.83%	1 4.17%	0 0.00%	0 0.00%	24 100.00%	8 33.33%	16 66.67%	24 100.00%	0 0.00%	3 12.50%	6 25.00%	15 62.50%	24 100.00%	11 45.83%	5 20.83%	6 25.00%	1 4.17%	1 4.17%	0 0.00%	24 100.00%	
	5	7 53.85%	6 46.15%	13 100.00%	4 30.77%	5 38.46%	3 23.08%	1 7.69%	0 0.00%	0 0.00%	13 100.00%	7 53.85%	6 46.15%	13 100.00%	0 0.00%	2 15.38%	4 30.77%	7 53.85%	13 100.00%	6 46.15%	4 30.77%	1 7.69%	1 7.69%	0 0.00%	1 7.69%	13 100.00%	
	vet ikke	0 0.00%	3 100.00%	3 100.00%	1 33.33%	1 33.33%	1 33.33%	0 0.00%	0 0.00%	0 0.00%	3 100.00%	1 33.33%	2 66.67%	3 100.00%	0 0.00%	1 33.33%	1 33.33%	1 33.33%	3 100.00%	1 33.33%	2 66.67%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	3 100.00%	
	Total	18 40.91%	26 59.09%	44 100.00%	7 15.91%	25 56.82%	10 22.73%	2 4.55%	0 0.00%	0 0.00%	44 100.00%	17 38.64%	27 61.36%	44 100.00%	0 0.00%	8 18.18%	12 27.27%	24 54.55%	44 100.00%	20 45.45%	12 27.27%	8 18.18%	2 4.55%	1 2.27%	1 2.27%	44 100.00%	
I hvilken grad er duinteressert i å lese, se på eller høre på følgende typer nyheter? (vennligst.... - politiske nyheter	1	1 50.00%	1 50.00%	2 100.00%	0 0.00%	1 50.00%	1 50.00%	0 0.00%	0 0.00%	0 0.00%	2 100.00%	0 0.00%	2 100.00%	2 100.00%	0 0.00%	2 100.00%	0 0.00%	0 0.00%	2 100.00%	2 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	2 100.00%	
	2	1 14.29%	6 85.71%	7 100.00%	1 14.29%	4 57.14%	1 14.29%	1 14.29%	0 0.00%	0 0.00%	7 100.00%	0 0.00%	7 100.00%	7 100.00%	0 0.00%	2 28.57%	0 0.00%	5 71.43%	7 100.00%	3 42.86%	3 42.86%	1 14.29%	0 0.00%	0 0.00%	0 0.00%	7 100.00%	
	3	7 50.00%	7 50.00%	14 100.00%	0 0.00%	10 71.43%	4 28.57%	0 0.00%	0 0.00%	0 0.00%	14 100.00%	5 35.71%	9 64.29%	14 100.00%	0 0.00%	3 21.43%	3 21.43%	8 57.14%	14 100.00%	5 35.71%	4 28.57%	4 28.57%	0 0.00%	0 0.00%	1 7.14%	14 100.00%	
	4	5 50.00%	5 50.00%	10 100.00%	2 20.00%	5 50.00%	2 20.00%	1 10.00%	0 0.00%	0 0.00%	10 100.00%	5 50.00%	5 50.00%	10 100.00%	0 0.00%	1 10.00%	4 40.00%	5 50.00%	10 100.00%	5 50.00%	2 20.00%	3 30.00%	0 0.00%	0 0.00%	0 0.00%	10 100.00%	
	5	4 40.00%	6 60.00%	10 100.00%	3 30.00%	5 50.00%	2 20.00%	0 0.00%	0 0.00%	0 0.00%	10 100.00%	6 60.00%	4 40.00%	10 100.00%	0 0.00%	1 10.00%	4 40.00%	5 50.00%	10 100.00%	6 60.00%	1 10.00%	0 0.00%	2 20.00%	1 10.00%	0 0.00%	10 100.00%	
	vet ikke	0 0.00%	2 100.00%	2 100.00%	1 50.00%	0 0.00%	1 50.00%	0 0.00%	0 0.00%	0 0.00%	2 100.00%	1 50.00%	1 50.00%	2 100.00%	0 0.00%	0 0.00%	1 50.00%	1 50.00%	2 100.00%	0 0.00%	2 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	2 100.00%	
	Total	18 40.00%	27 60.00%	45 100.00%	7 15.56%	25 55.56%	11 24.44%	2 4.44%	0 0.00%	0 0.00%	45 100.00%	17 37.78%	28 62.22%	45 100.00%	0 0.00%	9 20.00%	12 26.67%	24 53.33%	45 100.00%	21 46.67%	12 26.67%	8 17.78%	2 4.44%	1 2.22%	1 2.22%	45 100.00%	
I hvilken grad er duinteressert i å lese, se på eller høre på følgende typer nyheter? (vennligst.... - økonominyheter	1	1 33.33%	2 66.67%	3 100.00%	1 33.33%	2 66.67%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	3 100.00%	0 0.00%	3 100.00%	3 100.00%	0 0.00%	1 33.33%	0 0.00%	2 66.67%	3 100.00%	3 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	3 100.00%	
	2	1 20.00%	4 80.00%	5 100.00%	0 0.00%	4 80.00%	0 0.00%	1 20.00%	0 0.00%	0 0.00%	5 100.00%	1 20.00%	4 80.00%	5 100.00%	0 0.00%	0 0.00%	1 20.00%	4 80.00%	5 100.00%	3 60.00%	1 20.00%	1 20.00%	0 0.00%	0 0.00%	0 0.00%	5 100.00%	
	3	5 35.71%	9 64.29%	14 100.00%	4 28.57%	7 50.00%	3 21.43%	0 0.00%	0 0.00%	0 0.00%	14 100.00%	6 42.86%	8 57.14%	14 100.00%	0 0.00%	3 21.43%	6 42.86%	5 35.71%	14 100.00%	7 50.00%	5 35.71%	2 14.29%	0 0.00%	0 0.00%	0 0.00%	14 100.00%	
	4	7 43.75%	9 56.25%	16 100.00%	1 6.25%	10 62.50%	4 25.00%	1 6.25%	0 0.00%	0 0.00%	16 100.00%	8 50.00%	8 50.00%	16 100.00%	0 0.00%	3 18.75%	5 31.25%	8 50.00%	16 100.00%	7 43.75%	4 25.00%	4 25.00%	0 0.00%	0 0.00%	1 6.25%	16 100.00%	
	5	4 66.67%	2 33.33%	6 100.00%	1 16.67%	1 16.67%	4 66.67%	0 0.00%	0 0.00%	0 0.00%	6 100.00%	2 33.33%	4 66.67%	6 100.00%	0 0.00%	1 16.67%	0 0.00%	5 83.33%	6 100.00%	0 0.00%	2 33.33%	1 16.67%	2 33.33%	1 16.67%	0 0.00%	6 100.00%	
	vet ikke	0 0.00%	1 100.00%	1 100.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	0 0.00%	1 100.00%	1 100.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	1 100.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	
	Total	18 40.00%	27 60.00%	45 100.00%	7 15.56%	25 55.56%	11 24.44%	2 4.44%	0 0.00%	0 0.00%	45 100.00%	17 37.78%	28 62.22%	45 100.00%	0 0.00%	9 20.00%	12 26.67%	24 53.33%	45 100.00%	21 46.67%	12 26.67%	8 17.78%	2 4.44%	1 2.22%	1 2.22%	45 100.00%	

		Kryss av for kjønn:	Hva er din alder?	Hva slags statsborgerskap har du?	Hva er den høyeste graden eller utdanningen du har fullført?	Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)
I hvilken grad er du interessert i å lese, se på eller høre på følgende typer nyheter? (vennligst.... - nyheter (av alle typer) fra Norge	Chi Square	6.68*	6.64*	5.22*	10.55*	16.25*
	Degrees of Freedom	5	25	5	15	25
	p-value	0.25	1.00	0.39	0.78	0.91

*Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.

		Kryss av for kjønn:	Hva er din alder?	Hva slags statsborgerskap har du?	Hva er den høyeste graden eller utdanningen du har fullført?	Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)
I hvilken grad er du interessert i å lese, se på eller høre på følgende typer nyheter? (vennligst.... - nyheter (av alle typer) fra resten av verden	Chi Square	8.57*	6.90*	2.25*	7.92*	9.63*
	Degrees of Freedom	5	25	5	15	25
	p-value	0.13	1.00	0.81	0.93	1.00

*Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.

		Kryss av for kjønn:	Hva er din alder?	Hva slags statsborgerskap har du?	Hva er den høyeste graden eller utdanningen du har fullført?	Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)
I hvilken grad er du interessert i å lese, se på eller høre på følgende typer nyheter? (vennligst.... - politiske nyheter	Chi Square	4.35*	12.45*	8.35*	13.94*	26.43*
	Degrees of Freedom	5	25	5	15	25
	p-value	0.50	0.98	0.14	0.53	0.38

*Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.

		Kryss av for kjønn:	Hva er din alder?	Hva slags statsborgerskap har du?	Hva er den høyeste graden eller utdanningen du har fullført?	Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)
I hvilken grad er du interessert i å lese, se på eller høre på følgende typer nyheter? (vennligst.... - økonominyheter	Chi Square	3.53*	17.31*	4.32*	11.94*	29.79*
	Degrees of Freedom	5	25	5	15	25
	p-value	0.62	0.87	0.50	0.68	0.23

*Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.

I hvilken grad er du interessert i å lese, se på eller høre på følgende typer nyheter?

		Kryss av for kjønn:			Hva er din alder?						Hva slags statsborgerskap har du?			Hva er den høyeste graden eller utdanningen du har fullført?					Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)								
		mann	kvinne	Total	18-24	25-34	35-44	45-54	55-64	65 +	Total	norsk	annet (vennligst spesifiser)	Total	grunnskole	videregående skole	høyskole eller universitet, inntil 4 år	høyskole eller universitet, 4 år eller mer	Total	mindre enn kr. 20 000	kr. 20 000 – kr. 29 999	kr. 30 000 – kr. 39 999	kr. 40 000 – kr. 49 999	kr. 50 000 – kr. 59 999	mer enn kr. 59 999	Total	
I hvilken grad er du interessert i å lese, se på eller høre på følgende typer nyheter? (vennligst.... - krimnyheter)	1	1 20.00%	4 80.00%	5 100.00%	0 0.00%	5 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	5 100.00%	1 20.00%	4 80.00%	5 100.00%	0 0.00%	1 20.00%	1 20.00%	3 60.00%	5 100.00%	4 80.00%	0 0.00%	1 20.00%	0 0.00%	0 0.00%	0 0.00%	5 100.00%	
	2	2 28.57%	5 71.43%	7 100.00%	0 0.00%	3 42.86%	2 28.57%	2 28.57%	0 0.00%	0 0.00%	7 100.00%	2 28.57%	5 71.43%	7 100.00%	0 0.00%	0 0.00%	1 14.29%	6 85.71%	7 100.00%	1 14.29%	2 28.57%	4 57.14%	0 0.00%	0 0.00%	0 0.00%	7 100.00%	
	3	7 58.33%	5 41.67%	12 100.00%	5 41.67%	3 25.00%	4 33.33%	0 0.00%	0 0.00%	0 0.00%	12 100.00%	6 50.00%	6 50.00%	12 100.00%	0 0.00%	3 25.00%	4 33.33%	5 41.67%	12 100.00%	5 41.67%	5 41.67%	2 16.67%	0 0.00%	0 0.00%	0 0.00%	12 100.00%	
	4	6 40.00%	9 60.00%	15 100.00%	6 6.67%	11 73.33%	3 20.00%	0 0.00%	0 0.00%	0 0.00%	15 100.00%	4 26.67%	11 73.33%	15 100.00%	0 0.00%	2 13.33%	5 33.33%	8 53.33%	15 100.00%	8 53.33%	4 26.67%	0 0.00%	1 6.67%	1 6.67%	1 6.67%	15 100.00%	
	5	2 50.00%	2 50.00%	4 100.00%	1 25.00%	2 50.00%	1 25.00%	0 0.00%	0 0.00%	0 0.00%	4 100.00%	4 100.00%	0 0.00%	4 100.00%	0 0.00%	1 25.00%	1 25.00%	2 50.00%	4 100.00%	1 25.00%	1 25.00%	1 25.00%	1 25.00%	0 0.00%	0 0.00%	4 100.00%	
	vet ikke	0 0.00%	1 100.00%	1 100.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	0 0.00%	1 100.00%	1 100.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	1 100.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	
	Total	18 40.91%	26 59.09%	44 100.00%	7 15.91%	25 56.82%	10 22.73%	2 4.55%	0 0.00%	0 0.00%	44 100.00%	17 38.64%	27 61.36%	44 100.00%	0 0.00%	8 18.18%	12 27.27%	24 54.55%	44 100.00%	20 45.45%	12 27.27%	8 18.18%	2 4.55%	1 2.27%	1 2.27%	44 100.00%	
I hvilken grad er du interessert i å lese, se på eller høre på følgende typer nyheter? (vennligst.... - vitenskapsnyheter)	1	0 0.00%	1 100.00%	1 100.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	0 0.00%	1 100.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	1 100.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	
	2	0 0.00%	1 100.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	1 100.00%	0 0.00%	1 100.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	1 100.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	
	3	7 53.85%	6 46.15%	13 100.00%	3 23.08%	6 46.15%	4 30.77%	0 0.00%	0 0.00%	0 0.00%	13 100.00%	5 38.46%	8 61.54%	13 100.00%	0 0.00%	5 38.46%	4 30.77%	4 30.77%	13 100.00%	5 38.46%	5 38.46%	2 15.38%	0 0.00%	0 0.00%	1 7.69%	13 100.00%	
	4	4 36.36%	7 63.64%	11 100.00%	1 9.09%	9 81.82%	0 0.00%	1 9.09%	0 0.00%	0 0.00%	11 100.00%	4 36.36%	7 63.64%	11 100.00%	0 0.00%	0 0.00%	4 36.36%	7 63.64%	11 100.00%	6 54.55%	2 18.18%	2 18.18%	1 9.09%	0 0.00%	0 0.00%	11 100.00%	
	5	5 33.33%	10 66.67%	15 100.00%	3 20.00%	8 53.33%	4 26.67%	0 0.00%	0 0.00%	0 0.00%	15 100.00%	8 53.33%	7 46.67%	15 100.00%	0 0.00%	2 13.33%	4 26.67%	9 60.00%	15 100.00%	7 46.67%	4 26.67%	2 13.33%	1 6.67%	1 6.67%	0 0.00%	15 100.00%	
	vet ikke	2 50.00%	2 50.00%	4 100.00%	0 0.00%	1 25.00%	3 75.00%	0 0.00%	0 0.00%	0 0.00%	4 100.00%	0 0.00%	4 100.00%	4 100.00%	0 0.00%	2 50.00%	0 0.00%	2 50.00%	4 100.00%	2 50.00%	0 0.00%	2 50.00%	0 0.00%	0 0.00%	0 0.00%	4 100.00%	
	Total	18 40.00%	27 60.00%	45 100.00%	7 15.56%	25 55.56%	11 24.44%	2 4.44%	0 0.00%	0 0.00%	45 100.00%	17 37.78%	28 62.22%	45 100.00%	0 0.00%	9 20.00%	12 26.67%	24 53.33%	45 100.00%	21 46.67%	12 26.67%	8 17.78%	2 4.44%	1 2.22%	1 2.22%	45 100.00%	
I hvilken grad er du interessert i å lese, se på eller høre på følgende typer nyheter? (vennligst.... - værnnyheter)	1	0 0.00%	2 100.00%	2 100.00%	0 0.00%	2 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	2 100.00%	1 50.00%	1 50.00%	2 100.00%	0 0.00%	0 0.00%	1 50.00%	1 50.00%	2 100.00%	2 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	2 100.00%	
	2	4 50.00%	4 50.00%	8 100.00%	4 50.00%	4 50.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	8 100.00%	6 75.00%	2 25.00%	8 100.00%	0 0.00%	1 12.50%	6 75.00%	1 12.50%	8 100.00%	6 75.00%	2 25.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	8 100.00%	
	3	7 58.33%	5 41.67%	12 100.00%	1 8.33%	9 75.00%	1 8.33%	1 8.33%	0 0.00%	0 0.00%	12 100.00%	5 41.67%	7 58.33%	12 100.00%	0 0.00%	2 16.67%	2 16.67%	8 66.67%	12 100.00%	5 41.67%	33.33%	4 16.67%	2 8.33%	1 0.00%	0 0.00%	12 100.00%	
	4	3 42.86%	4 57.14%	7 100.00%	1 14.29%	3 42.86%	3 42.86%	0 0.00%	0 0.00%	0 0.00%	7 100.00%	2 28.57%	5 71.43%	7 100.00%	0 0.00%	1 14.29%	2 28.57%	4 57.14%	7 100.00%	2 28.57%	0 0.00%	4 57.14%	0 0.00%	1 14.29%	0 0.00%	7 100.00%	
	5	3 23.08%	10 76.92%	13 100.00%	1 7.69%	5 38.46%	6 46.15%	1 7.69%	0 0.00%	0 0.00%	13 100.00%	2 15.38%	11 84.62%	13 100.00%	0 0.00%	4 30.77%	1 7.69%	8 61.54%	13 100.00%	5 38.46%	5 38.46%	2 15.38%	1 7.69%	0 0.00%	0 0.00%	13 100.00%	
	vet ikke	0 0.00%	2 100.00%	2 100.00%	0 0.00%	1 50.00%	1 50.00%	0 0.00%	0 0.00%	0 0.00%	2 100.00%	0 0.00%	2 100.00%	2 100.00%	0 0.00%	1 50.00%	0 0.00%	1 50.00%	2 100.00%	1 50.00%	1 50.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	2 100.00%	
	Total	17 38.64%	27 61.36%	44 100.00%	7 15.91%	24 54.55%	11 25.00%	2 4.55%	0 0.00%	0 0.00%	44 100.00%	16 36.36%	28 63.64%	44 100.00%	0 0.00%	9 20.45%	12 27.27%	23 52.27%	44 100.00%	21 47.73%	12 27.27%	8 18.18%	2 4.55%	1 2.27%	0 0.00%	44 100.00%	

		Kryss av for kjønn:	Hva er din alder?	Hva slags statsborgerskap har du?	Hva er den høyeste graden eller utdanningen du har fullført?	Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)
I hvilken grad er du interessert i å lese, se på eller høre på følgende typer nyheter? (vennligst.... - krimnyheter)	Chi Square	3.69*	25.88*	9.57*	8.94*	24.35*
	Degrees of Freedom	5	25	5	15	25
	p-value	0.60	0.41	0.09	0.88	0.50

*Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.

		Kryss av for kjønn:	Hva er din alder?	Hva slags statsborgerskap har du?	Hva er den høyeste graden eller utdanningen du har fullført?	Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)
I hvilken grad er du interessert i å lese, se på eller høre på følgende typer nyheter? (vennligst.... - vitenskapsnyheter)	Chi Square	2.88*	35.21*	5.20*	11.43*	14.65*
	Degrees of Freedom	5	25	5	15	25
	p-value	0.72	0.08	0.39	0.72	0.95

*Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.

		Kryss av for kjønn:	Hva er din alder?	Hva slags statsborgerskap har du?	Hva er den høyeste graden eller utdanningen du har fullført?	Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)
I hvilken grad er du interessert i å lese, se på eller høre på følgende typer nyheter? (vennligst.... - værnnyheter)	Chi Square	6.30*	19.06*	9.27*	15.48*	21.77*
	Degrees of Freedom	5	25	5	15	25
	p-value	0.28	0.79	0.10	0.42	0.65

*Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.

Hvor ofte per uke leser, ser på eller hører du normalt på sportsnyheter?

		Kryss av for kjønn:			Hva er din alder?						Hva slags statsborgerskap har du?			Hva er den høyeste graden eller utdanningen du har fullført?				Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)									
		mann	kvinne	Total	18-24	25-34	35-44	45-54	55-64	65 +	Total	norsk	annet (vennligst spesifiser)	Total	grunnskole	videregående skole	høyskole eller universitet, inntil 4 år	høyskole eller universitet, 4 år eller mer	Total	mindre enn kr. 20 000	kr. 20 000 – kr. 29 999	kr. 30 000 – kr. 39 999	kr. 40 000 – kr. 49 999	kr. 50 000 – kr. 59 999	mer enn kr. 59 999	Total	
Hvor ofte per uke leser, ser på eller hører du normalt på sportsnyheter? (I tilfelle aldri...	aldri	2 28.57%	5 71.43%	7 100.00%	3 42.86%	3 42.86%	0 0.00%	1 14.29%	0 0.00%	0 0.00%	7 100.00%	4 57.14%	3 42.86%	7 100.00%	0 0.00%	1 14.29%	3 42.86%	3 42.86%	7 100.00%	5 71.43%	0 0.00%	2 28.57%	0 0.00%	0 0.00%	0 0.00%	7 100.00%	
	sjeldnere enn hver uke	3 23.08%	10 76.92%	13 100.00%	0 0.00%	8 61.54%	5 38.46%	0 0.00%	0 0.00%	0 0.00%	13 100.00%	3 23.08%	10 76.92%	13 100.00%	0 0.00%	2 15.38%	3 23.08%	8 61.54%	13 100.00%	6 46.15%	3 23.08%	2 15.38%	1 7.69%	0 0.00%	1 7.69%	13 100.00%	
	en gang per uke	4 44.44%	5 55.56%	9 100.00%	0 0.00%	6 66.67%	3 33.33%	0 0.00%	0 0.00%	0 0.00%	9 100.00%	4 44.44%	5 55.56%	9 100.00%	0 0.00%	5 55.56%	0 0.00%	4 44.44%	9 100.00%	4 44.44%	3 33.33%	1 11.11%	0 0.00%	1 11.11%	0 0.00%	9 100.00%	
	2-6 dager per uke	4 57.14%	3 42.86%	7 100.00%	2 28.57%	4 57.14%	1 14.29%	0 0.00%	0 0.00%	0 0.00%	7 100.00%	2 28.57%	5 71.43%	7 100.00%	0 0.00%	1 14.29%	2 28.57%	4 57.14%	7 100.00%	3 42.86%	2 28.57%	1 14.29%	1 14.29%	0 0.00%	0 0.00%	7 100.00%	
	en gang daglig	0 0.00%	1 100.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	1 100.00%	0 0.00%	1 100.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	1 100.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	
	flere ganger daglig	5 83.33%	1 16.67%	6 100.00%	1 16.67%	3 50.00%	2 33.33%	0 0.00%	0 0.00%	0 0.00%	6 100.00%	2 33.33%	4 66.67%	6 100.00%	0 0.00%	0 0.00%	2 33.33%	4 66.67%	6 100.00%	2 33.33%	2 33.33%	2 33.33%	0 0.00%	0 0.00%	0 0.00%	6 100.00%	
	jeg vet ikke	0 0.00%	0 0.00%	0 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 100.00%	0 0.00%	0 0.00%	0 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 100.00%	
	Total	18 41.86%	25 58.14%	43 100.00%	6 13.95%	24 55.81%	11 25.58%	2 4.65%	0 0.00%	0 0.00%	43 100.00%	15 34.88%	28 65.12%	43 100.00%	0 0.00%	9 20.93%	10 23.26%	24 55.81%	43 100.00%	20 46.51%	11 25.58%	8 18.60%	2 4.65%	1 2.33%	1 2.33%	43 100.00%	

		Kryss av for kjønn:	Hva er din alder?	Hva slags statsborgerskap har du?	Hva er den høyeste graden eller utdanningen du har fullført?	Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)
Hvor ofte per uke leser, ser på eller hører du normalt på sportsnyheter? (I tilfelle aldri...	Chi Square	8.05*	35.74*	3.35*	11.91*	16.50*
	Degrees of Freedom	6	30	6	18	30
	p-value	0.23	0.22	0.76	0.85	0.98

*Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.

I hvilken grad bruker du normalt følgende mediekkanaler for å skaffe deg norskspråklige sportsnyheter?

		Kryss av for kjønn:			Hva er din alder?						Hva slags statsborgerskap har du?		Hva er den høyeste graden eller utdanningen du har fullført?					Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)								
		mann	kvinne	Total	18-24	25-34	35-44	45-54	55-64	65 +	Total	norsk	annet (vennligst spesifiser)	Total	grunnskole	videregående skole	høyskole eller universitet, inntil 4 år	høyskole eller universitet, 4 år eller mer	Total	mindre enn kr. 20 000	kr. 20 000 – kr. 29 999	kr. 30 000 – kr. 39 999	kr. 40 000 – kr. 49 999	kr. 50 000 – kr. 59 999	mer enn kr. 59 999	Total
I hvilken grad bruker du normalt følgende mediekkanaler for å skaffe deg norskspråklige sportsnyhet... - internett	1	2 20.00%	8 80.00%	10 100.00%	2 20.00%	4 40.00%	4 40.00%	0 0.00%	0 0.00%	0 0.00%	10 100.00%	2 20.00%	8 80.00%	10 100.00%	0 0.00%	3 30.00%	3 30.00%	4 40.00%	10 100.00%	6 60.00%	3 30.00%	1 10.00%	0 0.00%	0 0.00%	0 0.00%	10 100.00%
	2	1 33.33%	2 66.67%	3 100.00%	0 0.00%	2 66.67%	1 33.33%	0 0.00%	0 0.00%	0 0.00%	3 100.00%	1 33.33%	2 66.67%	3 100.00%	0 0.00%	0 0.00%	0 0.00%	3 100.00%	3 100.00%	0 0.00%	1 33.33%	33.33%	0 0.00%	0 0.00%	1 33.33%	3 100.00%
	3	3 50.00%	3 50.00%	6 100.00%	0 0.00%	3 50.00%	1 16.67%	2 33.33%	0 0.00%	0 0.00%	6 100.00%	3 33.33%	4 66.67%	6 100.00%	0 0.00%	2 33.33%	1 16.67%	3 50.00%	6 100.00%	16.67%	66.67%	16.67%	0 0.00%	0 0.00%	0 0.00%	6 100.00%
	4	3 75.00%	1 25.00%	4 100.00%	0 0.00%	3 75.00%	1 25.00%	0 0.00%	0 0.00%	0 0.00%	4 100.00%	1 25.00%	3 75.00%	4 100.00%	0 0.00%	0 0.00%	1 25.00%	3 75.00%	4 100.00%	2 50.00%	0 0.00%	0 0.00%	2 50.00%	0 0.00%	0 0.00%	4 100.00%
	5	8 47.06%	9 52.94%	17 100.00%	3 17.65%	10 58.82%	4 23.53%	0 0.00%	0 0.00%	0 0.00%	17 100.00%	7 41.18%	10 58.82%	17 100.00%	0 0.00%	3 17.65%	4 23.53%	10 58.82%	17 100.00%	9 52.94%	3 17.65%	4 23.53%	0 0.00%	1 5.88%	0 0.00%	17 100.00%
	Total	17 42.50%	23 57.50%	40 100.00%	5 12.50%	22 55.00%	11 27.50%	2 5.00%	0 0.00%	0 0.00%	40 100.00%	13 32.50%	27 67.50%	40 100.00%	0 0.00%	8 20.00%	9 22.50%	23 57.50%	40 100.00%	18 45.00%	11 27.50%	7 17.50%	2 5.00%	2 2.50%	1 2.50%	40 100.00%
I hvilken grad bruker du normalt følgende mediekkanaler for å skaffe deg norskspråklige sportsnyhet... - tv	1	5 45.45%	6 54.55%	11 100.00%	2 18.18%	63.64%	2 18.18%	0 0.00%	0 0.00%	0 0.00%	11 100.00%	4 36.36%	7 63.64%	11 100.00%	0 0.00%	2 18.18%	4 36.36%	5 45.45%	11 100.00%	8 72.73%	1 9.09%	1 9.09%	1 9.09%	0 0.00%	0 0.00%	11 100.00%
	2	3 60.00%	2 40.00%	5 100.00%	0 0.00%	4 80.00%	1 20.00%	0 0.00%	0 0.00%	0 0.00%	5 100.00%	1 20.00%	4 80.00%	5 100.00%	0 0.00%	1 20.00%	1 20.00%	3 60.00%	5 100.00%	2 40.00%	3 60.00%	0 0.00%	0 0.00%	0 0.00%	5 100.00%	
	3	4 36.36%	7 63.64%	11 100.00%	1 9.09%	4 36.36%	4 36.36%	2 18.18%	0 0.00%	0 0.00%	11 100.00%	4 36.36%	7 63.64%	11 100.00%	0 0.00%	2 18.18%	0 0.00%	9 81.82%	11 100.00%	1 9.09%	5 45.45%	3 27.27%	0 0.00%	1 9.09%	1 9.09%	11 100.00%
	4	3 60.00%	2 40.00%	5 100.00%	1 20.00%	3 60.00%	1 20.00%	0 0.00%	0 0.00%	0 0.00%	5 100.00%	2 40.00%	3 60.00%	5 100.00%	0 0.00%	3 60.00%	1 20.00%	1 20.00%	5 100.00%	3 60.00%	0.00%	1 20.00%	1 20.00%	0 0.00%	0 0.00%	5 100.00%
	5	2 25.00%	6 75.00%	8 100.00%	1 12.50%	4 50.00%	3 37.50%	0 0.00%	0 0.00%	0 0.00%	8 100.00%	2 25.00%	6 75.00%	8 100.00%	0 0.00%	0 0.00%	3 37.50%	5 62.50%	8 100.00%	4 50.00%	2 25.00%	2 25.00%	0 0.00%	0 0.00%	8 100.00%	
	Total	17 42.50%	23 57.50%	40 100.00%	5 12.50%	22 55.00%	11 27.50%	2 5.00%	0 0.00%	0 0.00%	40 100.00%	13 32.50%	27 67.50%	40 100.00%	0 0.00%	8 20.00%	9 22.50%	23 57.50%	40 100.00%	18 45.00%	11 27.50%	7 17.50%	2 5.00%	2 2.50%	1 2.50%	40 100.00%
I hvilken grad bruker du normalt følgende mediekkanaler for å skaffe deg norskspråklige sportsnyhet... - radio	1	8 50.00%	8 50.00%	16 100.00%	2 12.50%	10 62.50%	3 18.75%	1 6.25%	0 0.00%	0 0.00%	16 100.00%	6 37.50%	10 62.50%	16 100.00%	0 0.00%	4 25.00%	2 12.50%	10 62.50%	16 100.00%	9 56.25%	2 12.50%	1 6.25%	2 12.50%	1 6.25%	1 6.25%	16 100.00%
	2	2 25.00%	6 75.00%	8 100.00%	2 25.00%	2 25.00%	4 50.00%	0 0.00%	0 0.00%	0 0.00%	8 100.00%	2 25.00%	6 75.00%	8 100.00%	0 0.00%	2 25.00%	2 25.00%	4 50.00%	8 100.00%	4 50.00%	2 25.00%	2 25.00%	0 0.00%	0 0.00%	8 100.00%	
	3	3 27.27%	8 72.73%	11 100.00%	1 9.09%	6 54.55%	3 27.27%	1 9.09%	0 0.00%	0 0.00%	11 100.00%	3 27.27%	8 72.73%	11 100.00%	0 0.00%	2 18.18%	3 27.27%	6 54.55%	11 100.00%	4 36.36%	4 36.36%	3 27.27%	0 0.00%	0 0.00%	0 0.00%	11 100.00%
	4	3 75.00%	1 25.00%	4 100.00%	0 0.00%	3 75.00%	1 25.00%	0 0.00%	0 0.00%	0 0.00%	4 100.00%	1 25.00%	3 75.00%	4 100.00%	0 0.00%	0 0.00%	1 25.00%	3 75.00%	4 100.00%	1 25.00%	50.00%	1 25.00%	0 0.00%	0 0.00%	0 0.00%	4 100.00%
	5	1 100.00%	0 0.00%	1 100.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	1 100.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	1 100.00%	0 0.00%	1 100.00%	0 0.00%	100.00%	0.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%
	Total	17 42.50%	23 57.50%	40 100.00%	5 12.50%	22 55.00%	11 27.50%	2 5.00%	0 0.00%	0 0.00%	40 100.00%	13 32.50%	27 67.50%	40 100.00%	0 0.00%	8 20.00%	9 22.50%	23 57.50%	40 100.00%	18 45.00%	11 27.50%	7 17.50%	2 5.00%	1 2.50%	1 2.50%	40 100.00%
I hvilken grad bruker du normalt følgende mediekkanaler for å skaffe deg norskspråklige sportsnyhet... - avis	1	6 42.86%	8 57.14%	14 100.00%	2 14.29%	7 50.00%	4 28.57%	1 7.14%	0 0.00%	0 0.00%	14 100.00%	4 28.57%	10 71.43%	14 100.00%	0 0.00%	2 14.29%	3 21.43%	9 64.29%	14 100.00%	6 42.86%	3 21.43%	1 7.14%	2 14.29%	1 7.14%	1 7.14%	14 100.00%
	2	2 16.67%	10 83.33%	12 100.00%	0 0.00%	8 66.67%	4 33.33%	0 0.00%	0 0.00%	0 0.00%	12 100.00%	2 16.67%	10 83.33%	12 100.00%	0 0.00%	3 25.00%	2 16.67%	7 58.33%	12 100.00%	50.00%	25.00%	3 25.00%	0 0.00%	0 0.00%	0 0.00%	12 100.00%
	3	4 50.00%	4 50.00%	8 100.00%	3 37.50%	1 12.50%	3 37.50%	1 12.50%	0 0.00%	0 0.00%	8 100.00%	5 62.50%	3 37.50%	8 100.00%	0 0.00%	2 25.00%	2 25.00%	4 50.00%	8 100.00%	3 37.50%	2 25.00%	3 37.50%	0 0.00%	0 0.00%	8 100.00%	
	4	4 80.00%	1 20.00%	5 100.00%	0 0.00%	5 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	5 100.00%	1 20.00%	4 80.00%	5 100.00%	0 0.00%	1 20.00%	1 20.00%	3 60.00%	5 100.00%	3 60.00%	2 40.00%	0 0.00%	0 0.00%	0 0.00%	5 100.00%	
	5	1 100.00%	0 0.00%	1 100.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	1 100.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	1 100.00%	0 0.00%	1 100.00%	0 0.00%	100.00%	0.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%
	Total	17 42.50%	23 57.50%	40 100.00%	5 12.50%	22 55.00%	11 27.50%	2 5.00%	0 0.00%	0 0.00%	40 100.00%	13 32.50%	27 67.50%	40 100.00%	0 0.00%	8 20.00%	9 22.50%	23 57.50%	40 100.00%	18 45.00%	11 27.50%	7 17.50%	2 5.00%	1 2.50%	1 2.50%	40 100.00%
I hvilken grad bruker du normalt følgende mediekkanaler for å skaffe deg norskspråklige sportsnyhet... - blad	1	9 39.13%	14 60.87%	23 100.00%	3 13.04%	12 52.17%	7 30.43%	1 4.35%	0 0.00%	0 0.00%	23 100.00%	7 30.43%	16 69.57%	23 100.00%	0 0.00%	4 17.39%	4 17.39%	15 65.22%	23 100.00%	11 47.83%	8 34.78%	1 4.35%	2 8.70%	1 4.35%	0 0.00%	23 100.00%
	2	2 22.22%	7 77.78%	9 100.00%	0 0.00%	6 66.67%	3 33.33%	0 0.00%	0 0.00%	0 0.00%	9 100.00%	2 22.22%	7 77.78%	9 100.00%	0 0.00%	1 11.11%	3 33.33%	5 55.56%	9 100.00%	5 55.56%	0 0.00%	3 33.33%	0 0.00%	0 0.00%	1 11.11%	9 100.00%
	3	3 60.00%	2 40.00%	5 100.00%	2 40.00%	1 20.00%	1 20.00%	1 20.00%	0 0.00%	0 0.00%	5 100.00%	3 60.00%	2 40.00%	5 100.00%	0 0.00%	2 40.00%	0 0.00%	3 60.00%	5 100.00%	20.00%	1 20.00%	3 60.00%	0 0.00%	0 0.00%	0 0.00%	5 100.00%
	4	2 100.00%	0 0.00%	2 100.00%	0 0.00%	2 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	2 100.00%	0 0.00%	2 100.00%	2 100.00%	0 0.00%	1 50.00%	1 50.00%	0 0.00%	2 100.00%	50.00%	50.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	2 100.00%
	5	1 100.00%	0 0.00%	1 100.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	1 100.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	1 100.00%	0 0.00%	1 100.00%	0.00%	100.00%	0.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%
	Total	17 42.50%	23 57.50%	40 100.00%	5 12.50%	22 55.00%	11 27.50%	2 5.00%	0 0.00%	0 0.00%	40 100.00%	13 32.50%	27 67.50%	40 100.00%	0 0.00%	8 20.00%	9 22.50%	23 57.50%	40 100.00%	18 45.00%	11 27.50%	7 17.50%	2 5.00%	1 2.50%	1 2.50%	40 100.00%

		Kryss av for kjønn:	Hva er din alder?	Hva slags statsborgerskap har du?	Hva er den høyeste graden eller utdanningen du har fullført?	Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)
I hvilken grad bruker du normalt følgende mediekkanaler for å skaffe deg norskspråklige sportsnyhet... - internett	Chi Square	4.19*	15.58*	1.40*	5.27*	41.78*
	Degrees of Freedom	4	20	4	12	20
	p-value	0.38	0.74	0.84	0.95	0.00

*Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.

		Kryss av for kjønn:	Hva er din alder?	Hva slags statsborgerskap har du?	Hva er den høyeste graden eller utdanningen du har fullført?	Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)
I hvilken grad bruker du normalt følgende mediekkanaler for å skaffe deg norskspråklige sportsnyhet... - tv	Chi Square	2.46*	9.14*	0.84*	12.55*	22.60*
	Degrees of Freedom	4	20	4	12	20
	p-value	0.65	0.98	0.93	0.40	0.31

*Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.

		Kryss av for kjønn:	Hva er din alder?	Hva slags statsborgerskap har du?	Hva er den høyeste graden eller utdanningen du har fullført?	Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)
I hvilken grad bruker du normalt følgende mediekkanaler for å skaffe deg norskspråklige sportsnyhet... - radio	Chi Square	5.50*	7.13*	2.70*	5.80*	14.09*
	Degrees of Freedom	4	20	4	12	20
	p-value	0.24	1.00	0.61	0.93	0.83

*Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.

		Kryss av for kjønn:	Hva er din alder?	Hva slags statsborgerskap har du?	Hva er den høyeste graden eller utdanningen du har fullført?	Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)
I hvilken grad bruker du normalt følgende mediekkanaler for å skaffe deg norskspråklige sportsnyhet... - avis	Chi Square	7.69*	15.51*	7.18*	4.35*	14.86*
	Degrees of Freedom	4	20	4	12	20
	p-value	0.10	0.75	0.13	0.98	0.78

*Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.

		Kryss av for kjønn:	Hva er din alder?	Hva slags statsborgerskap har du?	Hva er den høyeste graden eller utdanningen du har fullført?	Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)
I hvilken grad bruker du normalt følgende mediekkanaler for å skaffe deg norskspråklige sportsnyhet... - blad	Chi Square	6.31*	10.98*	5.24*	9.71*	21.63*
	Degrees of Freedom	4	20	4	12	20
	p-value	0.18	0.95	0.26	0.64	0.36

*Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.

Hvilke medier foretrekker du å bruke for å skaffe deg norskspråklige sportsnyheter?

		Kryss av for kjønn:		Hva er din alder?								Hva slags statsborgerskap har du?			Hva er den høyeste graden eller utdanningen du har fullført?					Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)							
		mann	kvinne	Total	18-24	25-34	35-44	45-54	55-64	65 +	Total	norsk	annet (vennligst spesifiser)	Total	grunnskole	videregående skole	høyskole eller universitet, inntil 4 år	høyskole eller universitet, 4 år eller mer	Total	mindre enn kr. 20 000	kr. 20 000 – kr. 29 999	kr. 30 000 – kr. 39 999	kr. 40 000 – kr. 49 999	kr. 50 000 – kr. 59 999	mer enn kr. 59 999	Total	
Hvilke medier foretrekker du å bruke for å skaffe deg norskspråklige kjendisnyheter om idrettsute...	Verdens Gang (VG) (inkl. avis, internett, TV)	8 57.14%	6 42.86%	14 100.00%	3 21.43%	7 50.00%	4 28.57%	0 0.00%	0 0.00%	0 0.00%	14 100.00%	5 35.71%	9 64.29%	14 100.00%	0 0.00%	4 28.57%	3 21.43%	7 50.00%	14 100.00%	5 35.71%	3 21.43%	5 35.71%	1 7.14%	0 0.00%	0 0.00%	14 100.00%	
	Aftenposten (inkl. avis, internett)	6 60.00%	4 40.00%	10 100.00%	2 20.00%	8 80.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	10 100.00%	3 30.00%	7 70.00%	10 100.00%	0 0.00%	4 40.00%	3 30.00%	3 30.00%	10 100.00%	5 50.00%	4 40.00%	1 10.00%	0 0.00%	0 0.00%	0 0.00%	10 100.00%	
	Dagbladet (inkl. avis, internett)	3 75.00%	1 25.00%	4 100.00%	0 0.00%	3 75.00%	1 25.00%	0 0.00%	0 0.00%	0 0.00%	4 100.00%	2 50.00%	2 50.00%	4 100.00%	0 0.00%	1 25.00%	2 50.00%	1 25.00%	4 100.00%	1 25.00%	0 0.00%	2 50.00%	1 25.00%	0 0.00%	0 0.00%	4 100.00%	
	Nettavisen (www.na.no)	2 40.00%	3 60.00%	5 100.00%	0 0.00%	4 80.00%	1 20.00%	0 0.00%	0 0.00%	0 0.00%	5 100.00%	0 0.00%	5 100.00%	5 100.00%	0 0.00%	0 0.00%	2 40.00%	3 60.00%	5 100.00%	3 60.00%	1 20.00%	1 20.00%	0 0.00%	0 0.00%	0 0.00%	5 100.00%	
	Se og Høslash:r (inkl. blad, internett)	1 100.00%	0 0.00%	1 100.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	0 0.00%	1 100.00%	1 100.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	1 100.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	
	Her og Nå (inkl. blad, internett)	0 0.00%	1 100.00%	1 100.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	0 0.00%	1 100.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	1 100.00%	0 0.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	
	NRK (inkl. alle NRKs kanaler på TV, radio, nett)	6 40.00%	9 60.00%	15 100.00%	3 20.00%	9 60.00%	3 20.00%	0 0.00%	0 0.00%	0 0.00%	15 100.00%	4 26.67%	11 73.33%	15 100.00%	0 0.00%	3 20.00%	4 26.67%	8 53.33%	15 100.00%	8 53.33%	3 20.00%	3 20.00%	0 0.00%	1 6.67%	0 0.00%	15 100.00%	
	TV2 (inkl. alle TV2-kanaler på TV og nett)	3 30.00%	7 70.00%	10 100.00%	1 10.00%	3 30.00%	6 60.00%	0 0.00%	0 0.00%	0 0.00%	10 100.00%	2 20.00%	8 80.00%	10 100.00%	0 0.00%	2 20.00%	2 20.00%	6 60.00%	10 100.00%	4 40.00%	2 20.00%	3 30.00%	0 0.00%	1 10.00%	0 0.00%	10 100.00%	
	TV Norge (inkl. TV, internett)	0 0.00%	3 100.00%	3 100.00%	0 0.00%	1 33.33%	2 66.67%	0 0.00%	0 0.00%	0 0.00%	3 100.00%	0 0.00%	3 100.00%	3 100.00%	0 0.00%	0 0.00%	0 0.00%	3 100.00%	3 100.00%	1 33.33%	2 66.67%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	3 100.00%	
	C More (inkl. alle C More-kanaler på TV og nett)	1 100.00%	0 0.00%	1 100.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	0 0.00%	1 100.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	1 100.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	
	Viasat (inkl. alle Viasats kanaler på TV og nett)	1 50.00%	1 50.00%	2 100.00%	0 0.00%	0 0.00%	2 100.00%	0 0.00%	0 0.00%	0 0.00%	2 100.00%	1 50.00%	1 50.00%	2 100.00%	0 0.00%	1 50.00%	1 50.00%	0 0.00%	2 100.00%	1 50.00%	0 0.00%	1 50.00%	0 0.00%	0 0.00%	0 0.00%	2 100.00%	
	Eurosport (inkl. alle Eurosports kanaler på TV og internett)	2 50.00%	2 50.00%	4 100.00%	0 0.00%	3 75.00%	1 25.00%	0 0.00%	0 0.00%	0 0.00%	4 100.00%	0 0.00%	4 100.00%	4 100.00%	0 0.00%	1 25.00%	1 25.00%	2 50.00%	4 100.00%	1 25.00%	2 50.00%	1 25.00%	0 0.00%	0 0.00%	0 0.00%	4 100.00%	
	P4 (inkl. radio, internett)	3 100.00%	0 0.00%	3 100.00%	0 0.00%	1 33.33%	2 66.67%	0 0.00%	0 0.00%	0 0.00%	3 100.00%	1 33.33%	2 66.67%	3 100.00%	0 0.00%	0 0.00%	1 33.33%	2 66.67%	3 100.00%	0 0.00%	1 33.33%	2 66.67%	0 0.00%	0 0.00%	0 0.00%	3 100.00%	
	Radio Norge (inkl. radio, internett)	1 25.00%	3 75.00%	4 100.00%	0 0.00%	2 50.00%	2 50.00%	0 0.00%	0 0.00%	0 0.00%	4 100.00%	0 0.00%	4 100.00%	4 100.00%	0 0.00%	1 25.00%	0 0.00%	3 75.00%	4 100.00%	1 25.00%	3 75.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	4 100.00%	
	annet (vennligst spesifiser)	3 100.00%	0 0.00%	3 100.00%	1 33.33%	0 0.00%	2 66.67%	0 0.00%	0 0.00%	0 0.00%	3 100.00%	2 66.67%	1 33.33%	3 100.00%	0 0.00%	1 33.33%	0 0.00%	2 66.67%	3 100.00%	0 0.00%	1 33.33%	1 33.33%	1 33.33%	0 0.00%	0 0.00%	3 100.00%	
	Total	14 45.16%	17 54.84%	31 100.00%	3 9.68%	17 54.84%	11 35.48%	0 0.00%	0 0.00%	0 0.00%	31 100.00%	7 22.58%	24 77.42%	31 100.00%	0 0.00%	8 25.81%	5 16.13%	18 58.06%	31 100.00%	13 41.94%	9 29.03%	6 19.35%	2 6.45%	1 3.23%	0 0.00%	31 100.00%	

		Kryss av for kjønn:	Hva er din alder?	Hva slags statsborgerskap har du?	Hva er den høyeste graden eller utdanningen du har fullført?	Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)
Hvilke medier foretrekker du å bruke for å skaffe deg norskspråklige kjendisnyheter om idrettsutø...	Chi Square	18.00*	30.30*	13.53*	24.51*	43.65*
	Degrees of Freedom	14	70	14	42	70
	p-value	0.21	1.00	0.49	0.99	0.99

**Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.*

Hvor sannsynlig er det at du vil ønske å lese, se eller høre på følgende typer sportsnyheter?

		Kryss av for kjønn:			Hva er din alder?							Hva slags statsborgerskap har du?		Hva er den høyeste graden eller utdanningen du har fullført?					Hva er din personlige bruttointekt per måned? (som en sum av alle typer inntekter)									
		mann	kvinne	Total	18-24	25-34	35-44	45-54	55-64	65 +	Total	norsk	annet (vennligst spesifiser)	Total	grunnskole	videregående skole	høyskole eller universitet, inntil 4 år	høyskole eller universitet, 4 år eller mer	Total	mindre enn kr. 20 000	kr. 20 000 – kr. 29 999	kr. 30 000 – kr. 39 999	kr. 40 000 – kr. 49 999	kr. 50 000 – kr. 59 999	mer enn kr. 59 999	Total		
Hvor sannsynlig er det at du vil ønske å lese, se eller høre på følgende typer sportsnyheter? ... - fotballnyheter	1	4 23.53%	13 76.47%	17 100.00%	3 17.65%	8 47.06%	5 29.41%	1 5.88%	0 0.00%	0 0.00%	17 47.06%	8 47.06%	9 52.94%	17 100.00%	0 0.00%	3 17.65%	6 35.29%	8 47.06%	17 100.00%	17 52.94%	9 17.65%	3 17.65%	1 5.88%	1 5.88%	0 0.00%	1 0.00%	45 100.00%	17
	2	2 28.57%	7 71.43%	9 100.00%	1 14.29%	5 71.43%	1 14.29%	0 0.00%	0 0.00%	0 0.00%	7 42.86%	3 42.86%	4 57.14%	7 100.00%	0 0.00%	1 14.29%	1 14.29%	5 71.43%	7 100.00%	42.86%	3 14.29%	2 28.57%	1 14.29%	0 0.00%	0 0.00%	7 100.00%	7	
	3	1 33.33%	2 66.67%	3 100.00%	0 33.33%	0 0.00%	2 66.67%	0 0.00%	0 0.00%	0 0.00%	3 33.33%	33.33%	2 66.67%	3 100.00%	0 0.00%	2 66.67%	0 0.00%	1 33.33%	3 100.00%	33.33%	2 66.67%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	3 100.00%	3	
	4	2 50.00%	2 50.00%	4 100.00%	1 25.00%	3 75.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	4 25.00%	25.00%	3 75.00%	4 100.00%	0 0.00%	1 25.00%	1 25.00%	2 50.00%	4 100.00%	50.00%	2 50.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	4 100.00%	4	
	5	8 61.54%	5 38.46%	13 100.00%	7 7.69%	6 61.54%	3 23.08%	1 7.69%	0 0.00%	0 0.00%	13 23.08%	13 23.08%	10 76.92%	13 100.00%	0 0.00%	2 15.38%	3 30.77%	8 53.85%	13 100.00%	46.15%	6 30.77%	4 23.08%	0 0.00%	0 0.00%	0 0.00%	13 100.00%	13	
	vet ikke	1 100.00%	0 0.00%	1 100.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	100.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	1	1	
	Total	18 40.00%	27 60.00%	45 100.00%	7 15.56%	25 55.56%	11 24.44%	2 4.44%	0 0.00%	0 0.00%	45 100.00%	17 37.78%	28 62.22%	45 100.00%	0 0.00%	9 20.00%	12 26.67%	24 53.33%	45 100.00%	21 46.67%	12 26.67%	8 17.78%	2 4.44%	1 2.22%	1 2.22%	45 100.00%	45	
Hvor sannsynlig er det at du vil ønske å lese, se eller høre på følgende typer sportsnyheter? ... - tennisnyheter	1	7 29.17%	17 70.83%	24 100.00%	6 25.00%	11 45.83%	5 20.83%	2 8.33%	0 0.00%	0 0.00%	24 100.00%	12 50.00%	12 50.00%	24 100.00%	0 0.00%	5 20.83%	3 33.33%	11 45.83%	24 100.00%	54.17%	2 20.83%	3 12.50%	2 8.33%	1 4.17%	0 0.00%	24 100.00%	24	
	2	1 50.00%	1 50.00%	2 100.00%	0 0.00%	2 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	2 50.00%	1 50.00%	1 50.00%	2 100.00%	0 0.00%	0 0.00%	0 0.00%	2 100.00%	2 100.00%	0.00%	1 50.00%	1 50.00%	0 0.00%	0 0.00%	0 0.00%	2 100.00%	2	
	3	4 50.00%	4 50.00%	8 100.00%	1 12.50%	3 37.50%	4 50.00%	0 0.00%	0 0.00%	0 0.00%	8 25.00%	2 75.00%	6 75.00%	8 100.00%	0 0.00%	3 37.50%	1 12.50%	4 50.00%	8 100.00%	37.50%	3 25.00%	2 37.50%	0 0.00%	0 0.00%	0 0.00%	8 100.00%	8	
	4	2 50.00%	2 50.00%	4 100.00%	0 0.00%	3 75.00%	1 25.00%	0 0.00%	0 0.00%	0 0.00%	4 25.00%	1 75.00%	3 75.00%	4 100.00%	0 0.00%	0 0.00%	2 50.00%	2 50.00%	4 100.00%	25.00%	1 75.00%	3 0.00%	0 0.00%	0 0.00%	0 0.00%	4 100.00%	4	
	5	1 33.33%	2 66.67%	3 100.00%	0 0.00%	2 66.67%	1 33.33%	0 0.00%	0 0.00%	0 0.00%	3 100.00%	0 0.00%	3 100.00%	3 0.00%	0 0.00%	0 0.00%	0 0.00%	3 100.00%	3 100.00%	66.67%	2 0.00%	1 33.33%	0 0.00%	0 0.00%	0 0.00%	3 100.00%	3	
	vet ikke	2 66.67%	1 33.33%	3 100.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	3 33.33%	33.33%	2 66.67%	3 100.00%	0 0.00%	0 0.00%	1 33.33%	2 66.67%	3 100.00%	33.33%	1 33.33%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	33.33%	3	
	Total	17 38.64%	27 61.36%	44 100.00%	7 15.91%	24 54.55%	11 25.00%	2 4.55%	0 0.00%	0 0.00%	44 100.00%	17 38.64%	27 61.36%	44 100.00%	0 0.00%	8 18.18%	12 27.27%	24 54.55%	44 100.00%	20 45.45%	12 27.27%	8 18.18%	2 4.55%	1 2.27%	1 2.27%	44 100.00%	44	
Hvor sannsynlig er det at du vil ønske å lese, se eller høre på følgende typer sportsnyheter? ... - basketballnyheter	1	9 31.03%	20 68.97%	29 100.00%	7 24.14%	14 48.28%	6 20.69%	2 6.90%	0 0.00%	0 0.00%	29 100.00%	14 48.28%	15 51.72%	29 100.00%	0 0.00%	7 24.14%	9 31.03%	13 44.83%	29 100.00%	58.62%	6 20.69%	3 10.34%	2 6.90%	1 3.45%	0 0.00%	0 0.00%	29 100.00%	29
	2	1 20.00%	4 80.00%	5 100.00%	0 0.00%	3 60.00%	2 40.00%	0 0.00%	0 0.00%	0 0.00%	5 100.00%	1 20.00%	4 80.00%	5 100.00%	0 0.00%	0 0.00%	1 20.00%	4 80.00%	5 100.00%	20.00%	3 60.00%	1 20.00%	0 0.00%	0 0.00%	5 100.00%	5		
	3	1 33.33%	2 66.67%	3 100.00%	0 0.00%	3 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	3 100.00%	0 0.00%	3 100.00%	3 0.00%	1 33.33%	1 33.33%	1 33.33%	3 100.00%	33.33%	2 66.67%	3 33.33%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	3 100.00%	3	
	4	2 66.67%	1 33.33%	3 100.00%	0 0.00%	2 66.67%	1 33.33%	0 0.00%	0 0.00%	0 0.00%	3 100.00%	2 66.67%	1 33.33%	3 100.00%	0 0.00%	1 33.33%	0 0.00%	2 66.67%	3 100.00%	0.00%	1 33.33%	2 66.67%	0 0.00%	0 0.00%	0 0.00%	3 100.00%	3	
	5	4 100.00%	0 0.00%	4 100.00%	0 0.00%	3 75.00%	1 25.00%	0 0.00%	0 0.00%	0 0.00%	4 100.00%	1 25.00%	3 75.00%	4 100.00%	0 0.00%	0 0.00%	1 25.00%	3 75.00%	4 100.00%	25.00%	1 25.00%	2 50.00%	0 0.00%	0 0.00%	25.00%	4 100.00%	4	
	vet ikke	1 100.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	0 0.00%	1 100.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	1 100.00%	0 0.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	1	
	Total	18 40.00%	27 60.00%	45 100.00%	7 15.56%	25 55.56%	11 24.44%	2 4.44%	0 0.00%	0 0.00%	45 100.00%	17 37.78%	28 62.22%	45 100.00%	0 0.00%	9 20.00%	12 26.67%	24 53.33%	45 100.00%	21 46.67%	12 26.67%	8 17.78%	2 4.44%	1 2.22%	1 2.22%	45 100.00%	45	
Hvor sannsynlig er det at du vil ønske å lese, se eller høre på følgende typer sportsnyheter? ... - volleyballnyheter	1	9 33.33%	18 66.67%	27 100.00%	7 25.93%	13 48.15%	5 18.52%	2 7.41%	0 0.00%	0 0.00%	27 100.00%	14 51.85%	13 48.15%	27 100.00%	0 0.00%	7 25.93%	9 33.33%	11 40.74%	27 100.00%	55.56%	6 25.93%	3 11.11%	3 3.70%	1 3.70%	0 0.00%	0 0.00%	27 100.00%	27
	2	0 0.00%	3 100.00%	3 100.00%	0 0.00%	2 66.67%	1 33.33%	0 0.00%	0 0.00%	0 0.00%	3 100.00%	0 0.00%	3 100.00%	3 0.00%	0 0.00%	0 0.00%	0 0.00%	3 100.00%	33.33%	33.33%	1 33.33%	1 33.33%	0 0.00%	0 0.00%	0 0.00%	3 100.00%	3	
	3	6 75.00%	2 25.00%	8 100.00%	0 0.00%	6 75.00%	2 25.00%	0 0.00%	0 0.00%	0 0.00%	8 100.00%	2 25.00%	6 75.00%	8 100.00%	0 0.00%	2 25.00%	3 37.50%	3 37.50%	8 100.00%	37.50%	3 25.00%	2 25.00%	1 12.50%	0 0.00%	0 0.00%	8 100.00%	8	
	4	1 20.00%	4 80.00%	5 100.00%	0 0.00%	3 60.00%	2 40.00%	0 0.00%	0 0.00%	0 0.00%	5 100.00%	0 0.00%	5 100.00%	5 100.00%	0 0.00%	0 0.00%	0 0.00%	5 100.00%	5 100.00%	2 40.00%	2 40.00%	1 20.00%	0 0.00%	0 0.00%	0 0.00%	5 100.00%	5	
	5	1 100.00%	0 0.00%	1 100.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	0 0.00%	1 100.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	1		
	vet ikke	1 100.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	0 0.00%	1 100.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	1 100.00%	0 0.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	1	
	Total	18 40.00%	27 60.00%	45 100.00%	7 15.56%	25 55.56%	11 24.44%	2 4.44%	0 0.00%	0 0.00%	45 100.00%	17 37.78%	28 62.22%	45 100.00%	0 0.00%	9 20.00%	12 26.67%	24 53.33%	45 100.00%	21 46.67%	12 26.67%	8 17.78%	2 4.44%	1 2.22%	1 2.22%	45 100.00%	45	
Hvor sannsynlig er det at du vil ønske å lese, se eller høre på følgende typer sportsnyheter? ... - vintersportsnyheter	1	3 25.00%	9 75.00.																									

		Kryss av for kjønn:	Hva er din alder?	Hva slags statsborgerskap har du?	Hva er den høyeste graden eller utdanningen du har fullført?	Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)
Hvor sannsynlig er det at du vil ønske å lese, se eller høre på følgende typer sportsnyheter? ... - fotballnyheter	Chi Square	6.54*	9.42*	3.85*	7.04*	54.91*
	Degrees of Freedom	5	25	5	15	25
	p-value	0.26	1.00	0.57	0.96	0.00

*Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.

		Kryss av for kjønn:	Hva er din alder?	Hva slags statsborgerskap har du?	Hva er den høyeste graden eller utdanningen du har fullført?	Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)
Hvor sannsynlig er det at du vil ønske å lese, se eller høre på følgende typer sportsnyheter? ... - tennisnyheter	Chi Square	2.70*	11.42*	4.28*	9.40*	28.14*
	Degrees of Freedom	5	25	5	15	25
	p-value	0.75	0.99	0.51	0.86	0.30

*Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.

		Kryss av for kjønn:	Hva er din alder?	Hva slags statsborgerskap har du?	Hva er den høyeste graden eller utdanningen du har fullført?	Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)
Hvor sannsynlig er det at du vil ønske å lese, se eller høre på følgende typer sportsnyheter? ... - basketballnyheter	Chi Square	10.25*	11.05*	4.76*	6.34*	28.33*
	Degrees of Freedom	5	25	5	15	25
	p-value	0.07	0.99	0.45	0.97	0.29

*Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.

		Kryss av for kjønn:	Hva er din alder?	Hva slags statsborgerskap har du?	Hva er den høyeste graden eller utdanningen du har fullført?	Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)
Hvor sannsynlig er det at du vil ønske å lese, se eller høre på følgende typer sportsnyheter? ... - volleyballnyheter	Chi Square	10.42*	11.37*	9.94*	11.30*	54.25*
	Degrees of Freedom	5	25	5	15	25
	p-value	0.06	0.99	0.08	0.73	0.00

*Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.

		Kryss av for kjønn:	Hva er din alder?	Hva slags statsborgerskap har du?	Hva er den høyeste graden eller utdanningen du har fullført?	Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)
Hvor sannsynlig er det at du vil ønske å lese, se eller høre på følgende typer sportsnyheter? ... - vintersportsnyheter	Chi Square	5.60*	14.33*	1.17*	6.84*	40.65*
	Degrees of Freedom	5	25	5	15	25
	p-value	0.35	0.96	0.95	0.96	0.02

*Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.

		Kryss av for kjønn:	Hva er din alder?	Hva slags statsborgerskap har du?	Hva er den høyeste graden eller utdanningen du har fullført?	Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)
Hvor sannsynlig er det at du vil ønske å lese, se eller høre på følgende typer sportsnyheter? ... - kjendisnyheter om idrettsutøvere	Chi Square	8.58*	6.17*	1.00*	3.76*	23.93*
	Degrees of Freedom	5	25	5	15	25
	p-value	0.13	1.00	0.96	1.00	0.52

*Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.

Skaffer du deg norskspråklige sportsnyheter på internett?

		Kryss av for kjønn:		Hva er din alder?							Hva slags statsborgerskap har du?		Hva er den høyeste graden eller utdanningen du har fullført?					Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)								
		mann	kvinne	Total	18-24	25-34	35-44	45-54	55-64	65 +	Total	norsk	annet (vennligst spesifiser)	Total	grunnskole	videregående skole	høyskole eller universitet, inntil 4 år	høyskole eller universitet, 4 år eller mer	Total	mindre enn kr. 20 000	kr. 20 000 – kr. 29 999	kr. 30 000 – kr. 39 999	kr. 40 000 – kr. 49 999	kr. 50 000 – kr. 59 999	mer enn kr. 59 999	Total
Skaffer du deg norskspråklige sportsnyheter på internett? (Hvis nei er valgt, vennligst ho...	ja	13 59.09%	9 40.91%	22 100.00%	3 13.64%	14 63.64%	4 18.18%	1 4.55%	0 0.00%	0 0.00%	22 100.00%	10 45.45%	12 54.55%	22 100.00%	0 0.00%	4 18.18%	5 22.73%	13 59.09%	22 100.00%	8 36.36%	6 27.27%	5 22.73%	1 4.55%	1 4.55%	1 4.55%	22 100.00%
	nei	4 22.22%	17 77.78%	18 100.00%	4 22.22%	7 38.89%	3 33.33%	1 5.56%	0 0.00%	0 0.00%	18 100.00%	6 33.33%	12 66.67%	18 100.00%	0 0.00%	4 22.22%	6 33.33%	8 44.44%	18 100.00%	10 55.56%	4 22.22%	3 16.67%	1 5.56%	0 0.00%	0 0.00%	18 100.00%
	jeg vet ikke	1 25.00%	3 75.00%	4 100.00%	0 0.00%	3 75.00%	1 25.00%	0 0.00%	0 0.00%	0 0.00%	4 100.00%	0 0.00%	4 100.00%	4 100.00%	0 0.00%	1 25.00%	0 0.00%	3 75.00%	4 100.00%	2 50.00%	2 50.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	4 100.00%
	Total	18 40.91%	26 59.09%	44 100.00%	7 15.91%	24 54.55%	11 25.00%	2 4.55%	0 0.00%	0 0.00%	44 100.00%	16 36.36%	28 63.64%	44 100.00%	0 0.00%	9 20.45%	11 25.00%	24 54.55%	44 100.00%	20 45.45%	12 27.27%	8 18.18%	2 4.55%	1 2.27%	1 2.27%	44 100.00%
I hvilken grad synes du at tilbudet på internett tilfredstiller eller ikke tilfredstiller din int...	1	0 0.00%	1 100.00%	1 100.00%	0 0.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	0 0.00%	1 100.00%	1 100.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	1 100.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%
	2	4 80.00%	1 20.00%	5 100.00%	0 0.00%	3 60.00%	2 40.00%	0 0.00%	0 0.00%	0 0.00%	5 100.00%	2 40.00%	3 60.00%	5 100.00%	0 0.00%	0 0.00%	0 0.00%	5 100.00%	5 100.00%	1 20.00%	2 40.00%	0 0.00%	1 20.00%	0 0.00%	1 20.00%	5 100.00%
	3	1 50.00%	1 50.00%	2 100.00%	0 0.00%	2 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	2 100.00%	0 0.00%	2 100.00%	2 100.00%	0 0.00%	1 50.00%	0 0.00%	1 50.00%	2 100.00%	0 0.00%	1 50.00%	1 50.00%	0 0.00%	0 0.00%	0 0.00%	2 100.00%
	4	6 42.86%	8 57.14%	14 100.00%	3 21.43%	8 57.14%	2 14.29%	1 7.14%	0 0.00%	0 0.00%	14 100.00%	6 42.86%	8 57.14%	14 100.00%	0 0.00%	3 21.43%	2 14.29%	9 64.29%	14 100.00%	7 50.00%	4 28.57%	2 14.29%	0 0.00%	1 7.14%	0 0.00%	14 100.00%
	5	4 66.67%	2 33.33%	6 100.00%	1 16.67%	3 50.00%	2 33.33%	0 0.00%	0 0.00%	0 0.00%	6 100.00%	4 66.67%	2 33.33%	6 100.00%	0 0.00%	0 0.00%	4 66.67%	2 33.33%	6 100.00%	1 16.67%	2 33.33%	2 33.33%	1 16.67%	0 0.00%	0 0.00%	6 100.00%
	jeg vet ikke	0 0.00%	8 100.00%	8 100.00%	1 12.50%	4 50.00%	2 25.00%	1 12.50%	0 0.00%	0 0.00%	8 100.00%	1 12.50%	7 87.50%	8 100.00%	0 0.00%	2 25.00%	1 12.50%	5 62.50%	8 100.00%	5 62.50%	1 12.50%	2 25.00%	0 0.00%	0 0.00%	0 0.00%	8 100.00%
	Total	15 41.67%	21 58.33%	36 100.00%	5 13.89%	20 55.56%	9 25.00%	2 5.56%	0 0.00%	0 0.00%	36 100.00%	13 36.11%	23 63.89%	36 100.00%	0 0.00%	7 19.44%	7 19.44%	22 61.11%	36 100.00%	14 38.89%	11 30.56%	7 19.44%	2 5.56%	1 2.78%	1 2.78%	36 100.00%
Er det noe som mangler eller noe som du ville bli bedre, i forhold til tilbudet av norskspråklige...	ja (vennligst spesifiser)	3 60.00%	2 40.00%	5 100.00%	1 20.00%	1 20.00%	3 60.00%	0 0.00%	0 0.00%	0 0.00%	5 100.00%	2 40.00%	3 60.00%	5 100.00%	0 0.00%	1 20.00%	0 0.00%	4 80.00%	5 100.00%	1 20.00%	1 20.00%	1 20.00%	1 20.00%	0 0.00%	0 0.00%	5 100.00%
	nei	6 60.00%	4 40.00%	10 100.00%	1 10.00%	8 80.00%	1 10.00%	0 0.00%	0 0.00%	0 0.00%	10 100.00%	5 50.00%	5 50.00%	10 100.00%	0 0.00%	2 20.00%	5 50.00%	3 30.00%	10 100.00%	4 40.00%	2 20.00%	3 30.00%	1 10.00%	0 0.00%	0 0.00%	10 100.00%
	jeg vet ikke	6 28.57%	15 71.43%	21 100.00%	3 14.29%	11 52.38%	5 23.81%	2 9.52%	0 0.00%	0 0.00%	21 100.00%	6 28.57%	15 71.43%	21 100.00%	0 0.00%	4 19.05%	2 9.52%	15 71.43%	21 100.00%	9 42.86%	8 38.10%	3 14.29%	0 0.00%	0 0.00%	1 4.76%	21 100.00%
	Total	15 41.67%	21 58.33%	36 100.00%	5 13.89%	20 55.56%	9 25.00%	2 5.56%	0 0.00%	0 0.00%	36 100.00%	13 36.11%	23 63.89%	36 100.00%	0 0.00%	7 19.44%	7 19.44%	22 61.11%	36 100.00%	14 38.89%	11 30.56%	7 19.44%	2 5.56%	1 2.78%	1 2.78%	36 100.00%

		Kryss av for kjønn:	Hva er din alder?	Hva slags statsborgerskap har du?	Hva er den høyeste graden eller utdanningen du har fullført?	Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)
Skaffer du deg norskspråklige sportsnyheter på internett? (Hvis nei er valgt, vennligst ho...	Chi Square	6.03*	3.74*	3.14*	2.40*	4.97*
	Degrees of Freedom	2	10	2	6	10
	p-value	0.05	0.96	0.21	0.88	0.89

*Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.

		Kryss av for kjønn:	Hva er din alder?	Hva slags statsborgerskap har du?	Hva er den høyeste graden eller utdanningen du har fullført?	Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)
I hvilken grad synes du at tilbudet på internett tilfredstiller eller ikke tilfredstiller din int...	Chi Square	11.06*	8.64*	6.37*	18.09*	22.25*
	Degrees of Freedom	5	25	5	15	25
	p-value	0.05	1.00	0.27	0.26	0.62

*Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.

		Kryss av for kjønn:	Hva er din alder?	Hva slags statsborgerskap har du?	Hva er den høyeste graden eller utdanningen du har fullført?	Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)
Er det noe som mangler eller noe som du ville bli bedre, i forhold til tilbudet av norskspråklige...	Chi Square	3.56*	7.29*	1.39*	9.08*	12.66*
	Degrees of Freedom	2	10	2	6	10
	p-value	0.17	0.70	0.50	0.17	0.24

**Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.*

Hvor ofte per uke leser, ser på eller hører du normalt på kjendisnyheter om idrettsutøvere?

		Kryss av for kjønn:			Hva er din alder?								Hva slags statsborgerskap har du?				Hva er den høyeste graden eller utdanningen du har fullført?						Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)							
		mann	kvinne	Total	18-24	25-34	35-44	45-54	55-64	65 +			Total	norsk			annet (vennligst spesifiser)	Total	grunnskole	videregående skole			høyskole eller universitet, inntil 4 år	høyskole eller universitet, 4 år eller mer	Total	mindre enn kr. 20 000	kr. 20 000 – kr. 29 999	kr. 30 000 – kr. 39 999		
Hvor ofte per uke leser, ser på eller hører du normalt på kjendisnyheter om idrettsutøvere? ...	aldri	5 33.33%	10 66.67%	15 100.00%	3 20.00%	8 53.33%	3 20.00%	1 6.67%	0 0.00%	0 0.00%	15 100.00%	8 53.33%	7 46.67%	15 100.00%	0 0.00%	3 20.00%	5 33.33%	7 46.67%	15 100.00%	10 66.67%	0 0.00%	3 20.00%	1 6.67%	0 0.00%	1 6.67%	15 100.00%				
	sjeldnere enn hver uke	4 28.57%	10 71.43%	14 100.00%	1 7.14%	8 57.14%	4 28.57%	1 7.14%	0 0.00%	0 0.00%	14 100.00%	2 14.29%	12 85.71%	14 100.00%	0 0.00%	2 14.29%	3 21.43%	9 64.29%	14 100.00%	5 35.71%	6 42.86%	1 7.14%	1 7.14%	0 0.00%	14 100.00%					
	en gang per uke	3 75.00%	1 25.00%	4 100.00%	1 25.00%	2 50.00%	1 25.00%	0 0.00%	0 0.00%	0 0.00%	4 100.00%	2 50.00%	2 50.00%	4 100.00%	0 0.00%	2 50.00%	2 50.00%	0 0.00%	4 100.00%	1 25.00%	2 50.00%	1 25.00%	0 0.00%	0 0.00%	4 100.00%					
	2-6 dager per uke	4 50.00%	4 50.00%	8 100.00%	1 12.50%	5 62.50%	2 25.00%	0 0.00%	0 0.00%	0 0.00%	8 100.00%	2 25.00%	6 75.00%	8 100.00%	0 0.00%	2 25.00%	0 0.00%	6 75.00%	8 100.00%	3 37.50%	3 37.50%	2 25.00%	0 0.00%	0 0.00%	8 100.00%					
	en gang daglig	0 0.00%	0 0.00%	0 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 100.00%	0 0.00%	0 0.00%	0 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 100.00%					
	flere ganger daglig	1 100.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	1 100.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	1 100.00%	0 0.00%	1 100.00%	1 100.00%	0 0.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	1 100.00%				
	jeg vet ikke	1 100.00%	0 0.00%	1 100.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	0 0.00%	1 100.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	1 100.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%				
Total		18 41.86%	25 58.14%	43 100.00%	6 13.95%	24 55.81%	11 25.58%	2 4.65%	0 0.00%	0 0.00%	43 100.00%	15 34.88%	28 65.12%	43 100.00%	0 0.00%	9 20.93%	11 25.58%	23 53.49%	43 100.00%	20 46.51%	11 25.58%	8 18.60%	2 4.65%	1 2.33%	1 2.33%	43 100.00%				

		Kryss av for kjønn:	Hva er din alder?	Hva slags statsborgerskap har du?	Hva er den høyeste graden eller utdanningen du har fullført?	Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)
Hvor ofte per uke leser, ser på eller hører du normalt på kjendisnyheter om idrettsutøvere? ...	Chi Square	6.26*	6.14*	8.01*	12.45*	20.56*
	Degrees of Freedom	6	30	6	18	30
	p-value	0.39	1.00	0.24	0.82	0.90

*Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.

I hvilken grad bruker du normalt følgende mediekkanaler for å skaffe deg norskspråklige kjendisnyheter om idrettsutøvere?

		Kryss av for kjønn:			Hva er din alder?								Hva slags statsborgerskap har du?		Hva er den høyeste graden eller utdanningen du har fullført?						Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)									
		mann	kvinne	Total	18-24	25-34	35-44	45-54	55-64	65 +	Total	norsk	annet (vennligst spesifiser)	Total	grunnskole	videregående skole	høyskole eller universitet, inntil 4 år	høyskole eller universitet, 4 år eller mer	Total	mindre enn kr. 20 000	kr. 20 000 – kr. 29 999	kr. 30 000 – kr. 39 999	kr. 40 000 – kr. 49 999	kr. 50 000 – kr. 59 999	mer enn kr. 59 999	Total				
I hvilken grad bruker du normalt følgende mediekkanaler for å skaffe deg norskspråklige kjendisnyh... - internett	1	2 22.22%	7 77.78%	9 100.00%	0 0.00%	2 22.22%	5 55.56%	2 22.22%	0 0.00%	0 0.00%	9 100.00%	2 22.22%	7 77.78%	9 100.00%	0 0.00%	3 33.33%	0 0.00%	6 66.67%	9 100.00%	3 33.33%	3 33.33%	2 22.22%	1 11.11%	0 0.00%	0 0.00%	9 100.00%				
	2	3 60.00%	2 40.00%	5 100.00%	0 0.00%	3 60.00%	2 40.00%	0 0.00%	0 0.00%	0 0.00%	5 100.00%	2 40.00%	3 60.00%	5 100.00%	0 0.00%	2 40.00%	1 20.00%	2 40.00%	5 100.00%	1 20.00%	3 60.00%	2 20.00%	0 0.00%	0 0.00%	5 100.00%					
	3	3 75.00%	1 25.00%	4 100.00%	1 25.00%	3 75.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	4 100.00%	2 50.00%	2 50.00%	4 100.00%	0 0.00%	0 0.00%	2 50.00%	2 50.00%	4 100.00%	2 50.00%	2 50.00%	0 0.00%	0 0.00%	0 0.00%	4 100.00%					
	4	2 40.00%	3 60.00%	5 100.00%	0 0.00%	4 80.00%	1 20.00%	0 0.00%	0 0.00%	0 0.00%	5 100.00%	2 40.00%	4 80.00%	5 100.00%	0 0.00%	1 20.00%	1 20.00%	3 60.00%	5 100.00%	3 60.00%	0 0.00%	0 0.00%	1 20.00%	1 20.00%	0 0.00%	5 100.00%				
	5	5 45.45%	6 54.55%	11 100.00%	2 18.18%	6 54.55%	3 27.27%	0 0.00%	0 0.00%	0 0.00%	11 100.00%	2 18.18%	9 81.82%	11 100.00%	0 0.00%	2 18.18%	2 18.18%	7 63.64%	11 100.00%	4 36.36%	3 27.27%	4 36.36%	0 0.00%	0 0.00%	0 0.00%	11 100.00%				
	Total	15 44.12%	19 55.88%	34 100.00%	3 8.82%	18 52.94%	11 32.35%	2 5.88%	0 0.00%	0 0.00%	34 100.00%	9 26.47%	25 73.53%	34 100.00%	0 0.00%	8 23.53%	6 17.65%	20 58.82%	34 100.00%	13 38.24%	11 32.35%	7 20.59%	2 5.88%	1 2.94%	0 0.00%	34 100.00%				
I hvilken grad bruker du normalt følgende mediekkanaler for å skaffe deg norskspråklige kjendisnyh... - tv	1	4 40.00%	6 60.00%	10 100.00%	0 0.00%	5 50.00%	3 30.00%	2 20.00%	0 0.00%	0 0.00%	10 100.00%	3 30.00%	7 70.00%	10 100.00%	0 0.00%	2 20.00%	1 10.00%	7 70.00%	10 100.00%	4 40.00%	3 30.00%	2 20.00%	1 10.00%	0 0.00%	0 0.00%	10 100.00%				
	2	6 75.00%	2 25.00%	8 100.00%	1 12.50%	4 50.00%	3 37.50%	0 0.00%	0 0.00%	0 0.00%	8 100.00%	4 50.00%	4 50.00%	8 100.00%	0 0.00%	2 25.00%	2 25.00%	4 50.00%	8 100.00%	2 25.00%	3 37.50%	2 25.00%	0 0.00%	12 12.50%	0 0.00%	8 100.00%				
	3	3 60.00%	2 40.00%	5 100.00%	1 20.00%	4 80.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	5 100.00%	1 20.00%	4 80.00%	5 100.00%	0 0.00%	2 40.00%	0 0.00%	3 60.00%	5 100.00%	3 60.00%	1 20.00%	0 0.00%	1 20.00%	0 0.00%	5 100.00%					
	4	1 12.50%	7 87.50%	8 100.00%	1 12.50%	3 37.50%	4 50.00%	0 0.00%	0 0.00%	0 0.00%	8 100.00%	1 12.50%	7 87.50%	8 100.00%	0 0.00%	2 25.00%	1 12.50%	5 62.50%	8 100.00%	3 37.50%	3 37.50%	2 25.00%	0 0.00%	0 0.00%	8 100.00%					
	5	1 33.33%	2 66.67%	3 100.00%	0 0.00%	2 66.67%	1 33.33%	0 0.00%	0 0.00%	0 0.00%	3 100.00%	0 0.00%	3 100.00%	3 100.00%	0 0.00%	0 0.00%	2 66.67%	1 33.33%	3 100.00%	1 33.33%	1 33.33%	1 33.33%	0 0.00%	0 0.00%	0 0.00%	3 100.00%				
	Total	15 44.12%	19 55.88%	34 100.00%	3 8.82%	18 52.94%	11 32.35%	2 5.88%	0 0.00%	0 0.00%	34 100.00%	9 26.47%	25 73.53%	34 100.00%	0 0.00%	8 23.53%	6 17.65%	20 58.82%	34 100.00%	13 38.24%	11 32.35%	7 20.59%	2 5.88%	1 2.94%	0 0.00%	34 100.00%				
I hvilken grad bruker du normalt følgende mediekkanaler for å skaffe deg norskspråklige kjendisnyh... - radio	1	9 52.94%	8 47.06%	17 100.00%	2 11.76%	10 58.82%	3 17.65%	2 11.76%	0 0.00%	0 0.00%	17 100.00%	6 35.29%	11 64.71%	17 100.00%	0 0.00%	2 11.76%	3 17.65%	12 70.59%	17 100.00%	7 41.18%	5 29.41%	2 11.76%	1 11.76%	5.88%	0 0.00%	17 100.00%				
	2	1 33.33%	2 66.67%	3 100.00%	0 0.00%	3 33.33%	0 66.67%	0 0.00%	0 0.00%	0 0.00%	3 100.00%	0 0.00%	3 100.00%	3 100.00%	0 0.00%	2 66.67%	0 0.00%	1 33.33%	3 100.00%	3 33.33%	1 33.33%	1 33.33%	0 0.00%	0 0.00%	3 100.00%					
	3	5 55.56%	4 44.44%	9 100.00%	1 11.11%	4 44.44%	4 44.44%	0 0.00%	0 0.00%	0 0.00%	9 100.00%	3 33.33%	6 66.67%	9 100.00%	0 0.00%	3 33.33%	2 22.22%	4 44.44%	9 100.00%	2 22.22%	4 44.44%	3 33.33%	0 0.00%	0 0.00%	9 100.00%					
	4	0 0.00%	3 100.00%	3 100.00%	0 0.00%	2 66.67%	1 33.33%	0 0.00%	0 0.00%	0 0.00%	3 100.00%	0 0.00%	3 100.00%	3 100.00%	0 0.00%	0 0.00%	0 0.00%	3 100.00%	3 100.00%	1 33.33%	1 33.33%	1 33.33%	0 0.00%	0 0.00%	3 100.00%					
	5	0 0.00%	1 100.00%	1 100.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	0 0.00%	1 100.00%	1 100.00%	0 0.00%	0 0.00%	1 100.00%	0 0.00%	1 100.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%					
	Total	15 45.45%	18 54.55%	33 100.00%	3 9.09%	18 54.55%	10 30.30%	2 6.06%	0 0.00%	0 0.00%	33 100.00%	9 27.27%	24 72.73%	33 100.00%	0 0.00%	7 21.21%	6 18.18%	20 60.61%	33 100.00%	12 36.36%	11 33.33%	7 21.21%	2 6.06%	1 3.03%	0 0.00%	33 100.00%				
I hvilken grad bruker du normalt følgende mediekkanaler for å skaffe deg norskspråklige kjendisnyh... - avis	1	6 42.86%	8 57.14%	14 100.00%	0 0.00%	7 50.00%	5 35.71%	2 14.29%	0 0.00%	0 0.00%	14 100.00%	3 21.43%	11 78.57%	14 100.00%	0 0.00%	3 21.43%	1 7.14%	10 71.43%	14 100.00%	4 28.57%	5 35.71%	2 14.29%	2 14.29%	1 7.14%	0 0.00%	14 100.00%				
	2	3 42.86%	4 57.14%	7 100.00%	2 28.57%	2 28.57%	3 42.86%	0 0.00%	0 0.00%	0 0.00%	7 100.00%	1 14.29%	6 85.71%	7 100.00%	0 0.00%	0 0.00%	1 14.29%	6 85.71%	7 100.00%	3 42.86%	2 28.57%	2 28.57%	0 0.00%	0 0.00%	7 100.00%					
	3	5 62.50%	3 37.50%	8 100.00%	1 12.50%	5 62.50%	2 25.00%	0 0.00%	0 0.00%	0 0.00%	8 100.00%	5 62.50%	3 37.50%	8 100.00%	0 0.00%	3 37.50%	3 37.50%	2 25.00%	8 100.00%	2 25.00%	4 50.00%	2 25.00%	0 0.00%	0 0.00%	8 100.00%					
	4	1 50.00%	1 50.00%	2 100.00%	0 0.00%	2 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	2 100.00%	0 0.00%	2 100.00%	2 100.00%	0 0.00%	1 50.00%	1 50.00%	0 0.00%	2 100.00%	2 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	2 100.00%					
	5	0 0.00%	2 100.00%	2 100.00%	0 0.00%	2 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	2 100.00%	0 0.00%	2 100.00%	2 100.00%	0 0.00%	0 0.00%	0 0.00%	2 100.00%	2 100.00%	1 50.00%	0 0.00%	1 50.00%	0 0.00%	0 0.00%	2 100.00%					
	Total	15 45.45%	18 54.55%	33 100.00%	3 9.09%	18 54.55%	10 30.30%	2 6.06%	0 0.00%	0 0.00%	33 100.00%	9 27.27%	24 72.73%	33 100.00%	0 0.00%	7 21.21%	6 18.18%	20 60.61%	33 100.00%	12 36.36%	11 33.33%	7 21.21%	2 6.06%	1 3.03%	0 0.00%	33 100.00%				
I hvilken grad bruker du normalt følgende mediekkanaler for å skaffe deg norskspråklige kjendisnyh... - blad	1	9 42.86%	12 57.14%	21 100.00%	1 4.76%	11 52.38%	7 33.33%	2 9.52%	0 0.00%	0 0.00%	21 100.00%	5 23.81%	16 76.19%	21 100.00%	0 0.00%	4 19.05%	2 9.52%	15 71.43%	21 100.00%	7 33.33%	4 42.86%	2 9.52%	2 9.52%	1 4.76%	0 0.00%	21 100.00%				
	2	3 42.86%	4 57.14%	7 100.00%	1 14.29%	3 42.86%	3 42.86%	0 0.00%	0 0.00%	0 0.00%	7 100.00%	2 28.57%	5 71.43%	7 100.00%	0 0.00%	0 0.00%	2 28.57%	5 71.43%	7 100.00%	2 28.57%	1 14.29%	4 57.14%	0 0.00%	0 0.00%	7 100.00%					
	3	3 60.00%	2 40.00%	5 100.00%	1 20.00%	4 80.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	5 100.00%	2 40.00%	3 60.00%	5 100.00%	0 0.00%	3 60.00%	2 40.00%	0 0.00%	5 100.00%	3 60.00%	2 20.00%	1 20.00%	0 0.00%	0 0.00%	5 100.00%					
	4	0 0.00%	0 0.00%	0 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 100.00%	0 0.00%	0 0.00%	0 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 100.00%					
	5	0 0.00%	0 0.00%	0 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 100.00%	0 0.00%	0 0.00%	0 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 100.00%					
	Total	15 45.45%	18 54.55%	33 100.00%	3 9.09%	18 54.55%	10 30.30%	2 6.06%	0 0.00%	0 0.00%	33 100.00%	9 27.27%	24 72.73%	33 100.00%	0 0.00%	7 21.21%	6 18.18%	20 60.61%	33 100.00%	12 36.36%	11 33.33%	7 21.21%	2 6.06%	1 3.03%	0 0.00%	33 100.00%				

		Kryss av for kjønn:	Hva er din alder?	Hva slags statsborgerskap har du?	Hva er den høyeste graden eller utdanningen du har fullført?	Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)
I hvilken grad bruker du normalt følgende mediekkanaler for å skaffe deg norskspråklige kjendisnyh... - internett	Chi Square	3.85*	15.43*	2.19*	6.53*	16.82*
	Degrees of Freedom	4	20	4	12	20
	p-value	0.43	0.75	0.70	0.89	0.66

*Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.

		Kryss av for kjønn:	Hva er din alder?	Hva slags statsborgerskap har du?	Hva er den høyeste graden eller utdanningen du har fullført?	Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)
I hvilken grad bruker du normalt følgende mediekkanaler for å skaffe deg norskspråklige kjendisnyh... - tv	Chi Square	7.06*	10.56*	4.33*	7.68*	9.17*
	Degrees of Freedom	4	20	4	12	20
	p-value	0.13	0.96	0.36	0.81	0.98

*Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.

		Kryss av for kjønn:	Hva er din alder?	Hva slags statsborgerskap har du?	Hva er den høyeste graden eller utdanningen du har fullført?	Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)
I hvilken grad bruker du normalt følgende mediekkanaler for å skaffe deg norskspråklige kjendisnyh... - radio	Chi Square	4.27*	6.74*	3.34*	12.38*	7.27*
	Degrees of Freedom	4	20	4	12	20
	p-value	0.37	1.00	0.50	0.42	1.00

*Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.

		Kryss av for kjønn:	Hva er din alder?	Hva slags statsborgerskap har du?	Hva er den høyeste graden eller utdanningen du har fullført?	Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)
I hvilken grad bruker du normalt følgende mediekkanaler for å skaffe deg norskspråklige kjendisnyh... - avis	Chi Square	2.68*	11.69*	7.34*	12.20*	10.83*
	Degrees of Freedom	4	20	4	12	20
	p-value	0.61	0.93	0.12	0.43	0.95

*Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.

		Kryss av for kjønn:	Hva er din alder?	Hva slags statsborgerskap har du?	Hva er den høyeste graden eller utdanningen du har fullført?	Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)
I hvilken grad bruker du normalt følgende mediekkanaler for å skaffe deg norskspråklige kjendisnyh... - blad	Chi Square	0.50*	5.17*	0.54*	11.24*	9.87*
	Degrees of Freedom	4	20	4	12	20
	p-value	0.97	1.00	0.97	0.51	0.97

**Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.*

Hvilke medier foretrekker du å bruke for å skaffe deg norskspråklige kjendisnyheter om idrettsutøvere?

		Kryss av for kjønn:		Hva er din alder?								Hva slags statsborgerskap har du?			Hva er den høyeste graden eller utdanningen du har fullført?					Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)						
		mann	kvinne	Total	18-24	25-34	35-44	45-54	55-64	65 +	Total	norsk	annet (vennligst spesifiser)	Total	grunnskole	videregående skole	høyskole eller universitet, inntil 4 år	høyskole eller universitet, 4 år eller mer	Total	mindre enn kr. 20 000	kr. 20 000 – kr. 29 999	kr. 30 000 – kr. 39 999	kr. 40 000 – kr. 49 999	kr. 50 000 – kr. 59 999	mer enn kr. 59 999	Total
Hvilke medier foretrekker du å bruke for å skaffe deg norskspråklige kjendisnyheter om idrettsute...	Verdens Gang (VG) (inkl. avis, internett, TV)	8 57.14%	6 42.86%	14 100.00%	3 21.43%	7 50.00%	4 28.57%	0 0.00%	0 0.00%	0 0.00%	14 100.00%	5 35.71%	9 64.29%	14 100.00%	0 0.00%	4 28.57%	3 21.43%	7 50.00%	14 100.00%	5 35.71%	3 21.43%	5 35.71%	1 7.14%	0 0.00%	0 0.00%	14 100.00%
	Aftenposten (inkl. avis, internett)	6 60.00%	4 40.00%	10 100.00%	2 20.00%	8 80.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	10 100.00%	3 30.00%	7 70.00%	10 100.00%	0 0.00%	4 40.00%	3 30.00%	3 30.00%	10 100.00%	5 50.00%	4 40.00%	1 10.00%	0 0.00%	0 0.00%	0 0.00%	10 100.00%
	Dagbladet (inkl. avis, internett)	3 75.00%	1 25.00%	4 100.00%	0 0.00%	3 75.00%	1 25.00%	0 0.00%	0 0.00%	0 0.00%	4 100.00%	2 50.00%	2 50.00%	4 100.00%	0 0.00%	1 25.00%	2 50.00%	1 25.00%	4 100.00%	1 25.00%	0 0.00%	2 50.00%	1 25.00%	0 0.00%	0 0.00%	4 100.00%
	Nettavisen (www.na.no)	2 40.00%	3 60.00%	5 100.00%	0 0.00%	4 80.00%	1 20.00%	0 0.00%	0 0.00%	0 0.00%	5 100.00%	0 0.00%	5 100.00%	5 100.00%	0 0.00%	0 0.00%	2 40.00%	3 60.00%	5 100.00%	3 60.00%	1 20.00%	1 20.00%	0 0.00%	0 0.00%	0 0.00%	5 100.00%
	Se og Høslash:r (inkl. blad, internett)	1 100.00%	0 0.00%	1 100.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	0 0.00%	1 100.00%	1 100.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	1 100.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%
	Her og Nå (inkl. blad, internett)	0 0.00%	1 100.00%	1 100.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	0 0.00%	1 100.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	1 100.00%	0 0.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%
	NRK (inkl. alle NRKs kanaler på TV, radio, nett)	6 40.00%	9 60.00%	15 100.00%	3 20.00%	9 60.00%	3 20.00%	0 0.00%	0 0.00%	0 0.00%	15 100.00%	4 26.67%	11 73.33%	15 100.00%	0 0.00%	3 20.00%	4 26.67%	8 53.33%	15 100.00%	8 53.33%	3 20.00%	3 20.00%	0 0.00%	1 6.67%	0 0.00%	15 100.00%
	TV2 (inkl. alle TV2-kanaler på TV og nett)	3 30.00%	7 70.00%	10 100.00%	1 10.00%	3 30.00%	6 60.00%	0 0.00%	0 0.00%	0 0.00%	10 100.00%	2 20.00%	8 80.00%	10 100.00%	0 0.00%	2 20.00%	2 20.00%	6 60.00%	10 100.00%	4 40.00%	2 20.00%	3 30.00%	0 0.00%	1 10.00%	0 0.00%	10 100.00%
	TV Norge (inkl. TV, internett)	0 0.00%	3 100.00%	3 100.00%	0 0.00%	1 33.33%	2 66.67%	0 0.00%	0 0.00%	0 0.00%	3 100.00%	0 0.00%	3 100.00%	3 100.00%	0 0.00%	0 0.00%	0 0.00%	3 100.00%	3 100.00%	1 33.33%	2 66.67%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	3 100.00%
	C More (inkl. alle C More-kanaler på TV og nett)	1 100.00%	0 0.00%	1 100.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	0 0.00%	1 100.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	1 100.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%
	Viasat (inkl. alle Viasats kanaler på TV og nett)	1 50.00%	1 50.00%	2 100.00%	0 0.00%	0 0.00%	2 100.00%	0 0.00%	0 0.00%	0 0.00%	2 100.00%	1 50.00%	1 50.00%	2 100.00%	0 0.00%	1 50.00%	1 50.00%	0 0.00%	2 100.00%	1 50.00%	0 0.00%	1 50.00%	0 0.00%	0 0.00%	0 0.00%	2 100.00%
	Eurosport (inkl. alle Eurosports kanaler på TV og internett)	2 50.00%	2 50.00%	4 100.00%	0 0.00%	3 75.00%	1 25.00%	0 0.00%	0 0.00%	0 0.00%	4 100.00%	0 0.00%	4 100.00%	4 100.00%	0 0.00%	1 25.00%	1 25.00%	2 50.00%	4 100.00%	1 25.00%	2 50.00%	1 25.00%	0 0.00%	0 0.00%	0 0.00%	4 100.00%
	P4 (inkl. radio, internett)	3 100.00%	0 0.00%	3 100.00%	0 0.00%	1 33.33%	2 66.67%	0 0.00%	0 0.00%	0 0.00%	3 100.00%	1 33.33%	2 66.67%	3 100.00%	0 0.00%	0 0.00%	1 33.33%	2 66.67%	3 100.00%	0 0.00%	1 33.33%	2 66.67%	0 0.00%	0 0.00%	0 0.00%	3 100.00%
	Radio Norge (inkl. radio, internett)	1 25.00%	3 75.00%	4 100.00%	0 0.00%	2 50.00%	2 50.00%	0 0.00%	0 0.00%	0 0.00%	4 100.00%	0 0.00%	4 100.00%	4 100.00%	0 0.00%	1 25.00%	0 0.00%	3 75.00%	4 100.00%	1 25.00%	3 75.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	4 100.00%
	annet (vennligst spesifiser)	3 100.00%	0 0.00%	3 100.00%	1 33.33%	0 0.00%	2 66.67%	0 0.00%	0 0.00%	0 0.00%	3 100.00%	2 66.67%	1 33.33%	3 100.00%	0 0.00%	1 33.33%	0 0.00%	2 66.67%	3 100.00%	0 0.00%	1 33.33%	1 33.33%	1 33.33%	0 0.00%	0 0.00%	3 100.00%
Total		14 45.16%	17 54.84%	31 100.00%	3 9.68%	17 54.84%	11 35.48%	0 0.00%	0 0.00%	0 0.00%	31 100.00%	7 22.58%	24 77.42%	31 100.00%	0 0.00%	8 25.81%	5 16.13%	18 58.06%	31 100.00%	13 41.94%	9 29.03%	6 19.35%	2 6.45%	1 3.23%	0 0.00%	31 100.00%

		Kryss av for kjønn:	Hva er din alder?	Hva slags statsborgerskap har du?	Hva er den høyeste graden eller utdanningen du har fullført?	Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)
Hvilke medier foretrekker du å bruke for å skaffe deg norskspråklige kjendisnyheter om idrettsutø...	Chi Square	18.00*	30.30*	13.53*	24.51*	43.65*
	Degrees of Freedom	14	70	14	42	70
	p-value	0.21	1.00	0.49	0.99	0.99

*Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.

Skaffer du deg norskspråklige kjendisnyheter om idrettsutøvere ved å besøke nettsteder som tilbyr slike nyheter?

		Kryss av for kjønn:			Hva er din alder?							Hva slags statsborgerskap har du?			Hva er den høyeste graden eller utdanningen du har fullført?				Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)							
		mann	kvinne	Total	18-24	25-34	35-44	45-54	55-64	65 +		Total	norsk		annet (vennligst spesifiser)	Total	grunnskole	videregående skole	høyskole eller universitet, inntil 4 år	høyskole eller universitet, 4 år eller mer	Total	mindre enn kr. 20 000	kr. 20 000 – kr. 29 999	kr. 30 000 – kr. 39 999	kr. 40 000 – kr. 49 999	
Skaffer du deg norskspråklige kjendisnyheter om idrettsutøvere ved å besøke nettsteder som tilbyr...	ja	6 60.00%	4 40.00%	10 100.00%	1 10.00%	7 70.00%	2 20.00%	0 0.00%	0 0.00%	0 0.00%	10 100.00%	4 40.00%	6 60.00%	10 100.00%	0 0.00%	4 40.00%	1 10.00%	5 50.00%	10 100.00%	3 30.00%	2 20.00%	4 40.00%	1 10.00%	0 0.00%	0 0.00%	10 100.00%
	nei	10 35.71%	18 64.29%	28 100.00%	6 21.43%	15 53.57%	5 17.86%	2 7.14%	0 0.00%	0 0.00%	28 100.00%	11 39.29%	17 60.71%	28 100.00%	0 0.00%	4 14.29%	11 39.29%	13 46.43%	28 100.00%	16 57.14%	6 21.43%	3 10.71%	1 3.57%	1 3.57%	1 3.57%	28 100.00%
	jeg vet ikke	2 33.33%	4 66.67%	6 100.00%	0 0.00%	2 33.33%	4 66.67%	0 0.00%	0 0.00%	0 0.00%	6 100.00%	1 16.67%	5 83.33%	6 100.00%	0 0.00%	1 16.67%	0 0.00%	5 83.33%	6 100.00%	1 16.67%	6 66.67%	1 16.67%	0 0.00%	0 0.00%	0 0.00%	6 100.00%
	Total	18 40.91%	26 59.09%	44 100.00%	7 15.91%	24 54.55%	11 25.00%	2 4.55%	0 0.00%	0 0.00%	44 100.00%	16 36.36%	28 63.64%	44 100.00%	0 0.00%	9 20.45%	12 27.27%	23 52.27%	44 100.00%	20 45.45%	12 27.27%	8 18.18%	2 4.55%	1 2.27%	1 2.27%	44 100.00%
Er det noe som mangler eller noe som du ville bli bedre, i forhold til tilbudet på internett av n...	ja (vennligst spesifiser)	1 100.00%	0 0.00%	1 100.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	1 100.00%	0 0.00%	1 100.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	1 100.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%
	nei	6 50.00%	6 50.00%	12 100.00%	0 0.00%	8 66.67%	4 33.33%	0 0.00%	0 0.00%	0 0.00%	12 100.00%	4 33.33%	8 66.67%	12 100.00%	0 0.00%	5 41.67%	3 25.00%	4 33.33%	12 100.00%	6 50.00%	2 16.67%	3 25.00%	1 8.33%	0 0.00%	0 0.00%	12 100.00%
	jeg vet ikke	6 35.29%	11 64.71%	17 100.00%	3 17.65%	7 41.18%	6 35.29%	1 5.88%	0 0.00%	0 0.00%	17 100.00%	4 23.53%	13 76.47%	17 100.00%	0 0.00%	2 11.76%	3 17.65%	12 70.59%	17 100.00%	5 29.41%	8 47.06%	2 11.76%	1 5.88%	1 5.88%	0 0.00%	17 100.00%
	Total	13 43.33%	17 56.67%	30 100.00%	4 13.33%	15 50.00%	10 33.33%	1 3.33%	0 0.00%	0 0.00%	30 100.00%	9 30.00%	21 70.00%	30 100.00%	0 0.00%	8 26.67%	6 20.00%	16 53.33%	30 100.00%	11 36.67%	11 36.67%	5 16.67%	2 6.67%	1 3.33%	0 0.00%	30 100.00%
I hvilken grad synes du tilbudet på internett tilfredstiller eller ikke tilfredstiller din intere...	1	0 0.00%	3 100.00%	3 100.00%	0 0.00%	1 33.33%	2 66.67%	0 0.00%	0 0.00%	0 0.00%	3 100.00%	0 0.00%	3 100.00%	3 100.00%	0 0.00%	3 100.00%	0 0.00%	0 0.00%	3 100.00%	2 66.67%	1 33.33%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	3 100.00%
	2	0 0.00%	0 0.00%	0 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 100.00%	0 0.00%	0 0.00%	0 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 100.00%
	3	3 60.00%	2 40.00%	5 100.00%	0 0.00%	4 80.00%	1 20.00%	0 0.00%	0 0.00%	0 0.00%	5 100.00%	0 0.00%	5 100.00%	5 100.00%	0 0.00%	1 20.00%	2 40.00%	2 40.00%	5 100.00%	2 40.00%	2 40.00%	1 20.00%	0 0.00%	0 0.00%	0 0.00%	5 100.00%
	4	4 50.00%	4 50.00%	8 100.00%	1 12.50%	4 50.00%	3 37.50%	0 0.00%	0 0.00%	0 0.00%	8 100.00%	5 62.50%	3 37.50%	8 100.00%	0 0.00%	2 25.00%	1 12.50%	5 62.50%	8 100.00%	1 12.50%	3 37.50%	4 50.00%	0 0.00%	0 0.00%	0 0.00%	8 100.00%
	5	0 0.00%	2 100.00%	2 100.00%	2 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	2 100.00%	1 50.00%	1 50.00%	2 100.00%	0 0.00%	0 0.00%	1 50.00%	1 50.00%	2 100.00%	1 50.00%	1 50.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	2 100.00%
	jeg vet ikke	5 45.45%	6 54.55%	11 100.00%	1 9.09%	5 45.45%	4 36.36%	1 9.09%	0 0.00%	0 0.00%	11 100.00%	3 27.27%	8 72.73%	11 100.00%	0 0.00%	1 9.09%	2 18.18%	8 72.73%	11 100.00%	4 36.36%	4 36.36%	0 0.00%	2 18.18%	1 9.09%	0 0.00%	11 100.00%
	Total	12 41.38%	17 58.62%	29 100.00%	4 13.79%	14 48.28%	10 34.48%	1 3.45%	0 0.00%	0 0.00%	29 100.00%	9 31.03%	20 68.97%	29 100.00%	0 0.00%	7 24.14%	6 20.69%	16 55.17%	29 100.00%	10 34.48%	11 37.93%	5 17.24%	2 6.90%	1 3.45%	0 0.00%	29 100.00%

		Kryss av for kjønn:	Hva er din alder?	Hva slags statsborgerskap har du?	Hva er den høyeste graden eller utdanningen du har fullført?	Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)
Skaffer du deg norskspråklige kjendisnyheter om idrettsutøvere ved å besøke nettsteder som tilbyr...	Chi Square	1.96*	8.63*	1.17*	7.94*	12.03*
	Degrees of Freedom	2	10	2	6	10
	p-value	0.37	0.57	0.56	0.24	0.28

*Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.

		Kryss av for kjønn:	Hva er din alder?	Hva slags statsborgerskap har du?	Hva er den høyeste graden eller utdanningen du har fullført?	Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)
Er det noe som mangler eller noe som du ville bli bedre, i forhold til tilbudet på internett av n...	Chi Square	1.97*	10.02*	2.74*	7.22*	5.91*
	Degrees of Freedom	2	10	2	6	10
	p-value	0.37	0.44	0.25	0.30	0.82

*Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.

		Kryss av for kjønn:	Hva er din alder?	Hva slags statsborgerskap har du?	Hva er den høyeste graden eller utdanningen du har fullført?	Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)
I hvilken grad synes du tilbudet på internett tilfredstiller eller ikke tilfredstiller din intere...	Chi Square	4.56*	17.80*	7.71*	13.92*	14.99*
	Degrees of Freedom	5	25	5	15	25
	p-value	0.47	0.85	0.17	0.53	0.94

*Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.

Hvor sannsynlig er det at du vil lese, se på eller høre på følgende typer norskspråklige kjendisnyheter om idrettsutøvere?

		Kryss av for kjønn:		Total	Hva er din alder?						Total	Hva slags statsborgerskap har du?		Total	Hva er den høyeste graden eller utdanningen du har fullført?				Total	Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)							Total
		mann	kvinne		18-24	25-34	35-44	45-54	55-64	65 +		norsk	annet (vernligst spesifiser)		grunnskole	videregående skole	høyskole eller universitet, inntil 4 år	høyskole eller universitet, 4 år eller mer		mindre enn kr. 20 000	kr. 20 000 – kr. 29 999	kr. 30 000 – kr. 39 999	kr. 40 000 – kr. 49 999	kr. 50 000 – mer enn kr. 59 999			
Hvor sannsynlig er det at du vil lese, se på eller høre på følgende typer norskspråklige kjendis... - idrettskjendisers personlige forhold	1	7 36.84%	12 63.16%	19 100.00%	1 5.26%	13 68.42%	4 21.05%	1 5.26%	0 0.00%	0 0.00%	19 100.00%	8 42.11%	11 57.89%	19 100.00%	0 0.00%	2 10.53%	5 26.32%	12 63.16%	19 100.00%	10 52.63%	3 15.79%	3 15.79%	1 5.26%	1 5.26%	1 5.26%	19 100.00%	
	2	5 50.00%	5 50.00%	10 100.00%	4 40.00%	3 30.00%	2 20.00%	1 10.00%	0 0.00%	0 0.00%	10 100.00%	4 40.00%	6 60.00%	10 100.00%	0 0.00%	3 30.00%	4 40.00%	3 30.00%	10 100.00%	5 50.00%	4 40.00%	1 10.00%	0 0.00%	0 0.00%	10 100.00%		
	3	5 62.50%	3 37.50%	8 100.00%	2 25.00%	4 50.00%	2 25.00%	0 0.00%	0 0.00%	0 0.00%	8 100.00%	4 50.00%	4 50.00%	8 100.00%	0 0.00%	3 37.50%	2 25.00%	3 37.50%	8 100.00%	25 25.00%	4 50.00%	2 25.00%	0 0.00%	0 0.00%	8 100.00%		
	4	1 25.00%	3 75.00%	4 100.00%	0 0.00%	3 75.00%	1 25.00%	0 0.00%	0 0.00%	0 0.00%	4 100.00%	0 0.00%	4 100.00%	4 100.00%	0 0.00%	0 0.00%	0 0.00%	4 100.00%	4 100.00%	1 25.00%	0 0.00%	2 50.00%	1 25.00%	0 0.00%	4 100.00%		
	5	0 0.00%	0 0.00%	0 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 100.00%	0 0.00%	0 0.00%	0 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 100.00%		
	vet ikke	0 0.00%	1 100.00%	1 100.00%	0 0.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	0 0.00%	1 100.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	1 100.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%		
	Total	18 42.86%	24 57.14%	42 100.00%	7 16.67%	23 54.76%	10 23.81%	2 4.76%	0 0.00%	0 0.00%	42 100.00%	16 38.10%	26 61.90%	42 100.00%	0 0.00%	8 19.05%	11 26.19%	23 54.76%	42 100.00%	18 42.86%	12 28.57%	8 19.05%	2 4.76%	1 2.38%	1 2.38%	42 100.00%	
Hvor sannsynlig er det at du vil lese, se på eller høre på følgende typer norskspråklige kjendis... - idrettskjendisers oppførsel i offentligheten når det vekker oppsikt	1	6 37.50%	10 62.50%	16 100.00%	1 6.25%	11 68.75%	3 18.75%	1 6.25%	0 0.00%	0 0.00%	16 100.00%	6 37.50%	10 62.50%	16 100.00%	0 0.00%	2 12.50%	4 25.00%	10 62.50%	16 100.00%	8 50.00%	3 18.75%	3 18.75%	1 6.25%	0 0.00%	1 6.25%	16 100.00%	
	2	2 66.67%	1 33.33%	3 100.00%	0 0.00%	3 33.33%	2 66.67%	0 0.00%	0 0.00%	0 0.00%	3 100.00%	0 0.00%	3 100.00%	3 100.00%	0 0.00%	2 66.67%	0 0.00%	3 33.33%	3 100.00%	0 0.00%	2 66.67%	1 33.33%	0 0.00%	0 0.00%	3 100.00%		
	3	6 50.00%	6 50.00%	12 100.00%	3 25.00%	9 41.67%	3 25.00%	3 8.33%	1 0.00%	0 0.00%	12 100.00%	6 50.00%	6 50.00%	12 100.00%	0 0.00%	3 25.00%	3 25.00%	6 50.00%	12 100.00%	41 41.67%	6 33.33%	4 16.67%	2 0.00%	1 8.33%	12 100.00%		
	4	1 14.29%	6 85.71%	7 100.00%	1 14.29%	6 71.43%	1 14.29%	0 0.00%	0 0.00%	0 0.00%	7 100.00%	3 42.86%	4 57.14%	7 100.00%	0 0.00%	0 0.00%	4 57.14%	3 42.86%	7 100.00%	57 57.14%	1 14.29%	2 28.57%	0 0.00%	0 0.00%	7 100.00%		
	5	3 75.00%	1 25.00%	4 100.00%	2 50.00%	2 50.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	4 100.00%	1 25.00%	3 75.00%	4 100.00%	0 0.00%	1 25.00%	1 25.00%	2 50.00%	4 100.00%	2 50.00%	1 25.00%	0 0.00%	1 25.00%	0 0.00%	4 100.00%		
	vet ikke	0 0.00%	1 100.00%	1 100.00%	0 0.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	0 0.00%	1 100.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	1 100.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%		
	Total	18 41.86%	25 58.14%	43 100.00%	7 16.28%	24 55.81%	10 23.26%	2 4.65%	0 0.00%	0 0.00%	43 100.00%	16 37.21%	27 62.79%	43 100.00%	0 0.00%	8 18.60%	12 27.91%	23 53.49%	43 100.00%	19 44.19%	12 27.91%	8 18.60%	2 4.65%	1 2.33%	1 2.33%	43 100.00%	
Hvor sannsynlig er det at du vil lese, se på eller høre på følgende typer norskspråklige kjendis... - idrettskjendisers motevaner	1	8 34.78%	15 65.22%	23 100.00%	5 21.74%	13 56.52%	4 17.39%	1 4.35%	0 0.00%	0 0.00%	23 100.00%	10 43.48%	13 56.52%	23 100.00%	0 0.00%	3 13.04%	8 34.78%	12 52.17%	23 100.00%	13 56.52%	4 17.39%	3 13.04%	1 4.35%	1 4.35%	23 100.00%		
	2	6 60.00%	4 40.00%	10 100.00%	1 10.00%	6 60.00%	2 20.00%	1 10.00%	0 0.00%	0 0.00%	10 100.00%	3 30.00%	7 70.00%	10 100.00%	0 0.00%	3 30.00%	1 10.00%	6 60.00%	10 100.00%	4 40.00%	4 40.00%	1 10.00%	0 0.00%	0 0.00%	10 100.00%		
	3	3 60.00%	2 40.00%	5 100.00%	1 20.00%	2 40.00%	2 40.00%	0 0.00%	0 0.00%	0 0.00%	5 100.00%	2 40.00%	3 60.00%	5 100.00%	0 0.00%	1 20.00%	3 60.00%	1 20.00%	5 100.00%	2 20.00%	2 40.00%	0 0.00%	0 0.00%	5 100.00%			
	4	1 33.33%	2 66.67%	3 100.00%	0 0.00%	2 66.67%	1 33.33%	0 0.00%	0 0.00%	0 0.00%	3 100.00%	1 33.33%	2 66.67%	3 100.00%	0 0.00%	1 33.33%	0 0.00%	2 66.67%	3 100.00%	0 0.00%	1 33.33%	2 66.67%	0 0.00%	0 0.00%	3 100.00%		
	5	0 0.00%	1 100.00%	1 100.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	0 0.00%	1 100.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%		
	vet ikke	0 0.00%	1 100.00%	1 100.00%	0 0.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	0 0.00%	1 100.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	1 100.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%		
	Total	18 41.86%	25 58.14%	43 100.00%	7 16.28%	24 55.81%	10 23.26%	2 4.65%	0 0.00%	0 0.00%	43 100.00%	16 37.21%	27 62.79%	43 100.00%	0 0.00%	8 18.60%	12 27.91%	23 53.49%	43 100.00%	19 44.19%	12 27.91%	8 18.60%	2 4.65%	1 2.33%	1 2.33%	43 100.00%	
Hvor sannsynlig er det at du vil lese, se på eller høre på følgende typer norskspråklige kjendis... - idrettskjendisers fritidsaktiviteter	1	8 42.11%	11 57.89%	19 100.00%	4 21.05%	11 57.89%	3 15.79%	1 5.26%	0 0.00%	0 0.00%	19 100.00%	11 57.89%	8 42.11%	19 100.00%	0 0.00%	2 10.53%	7 36.84%	10 52.63%	19 100.00%	9 47.37%	5 26.32%	3 15.79%	1 5.26%	0 0.00%	1 5.26%	19 100.00%	
	2	5 62.50%	3 37.50%	8 100.00%	1 12.50%	4 50.00%	2 25.00%	1 12.50%	0 0.00%	0 0.00%	8 100.00%	2 25.00%	6 75.00%	8 100.00%	0 0.00%	1 12.50%	1 12.50%	6 75.00%	8 100.00%	37 37.50%	2 25.00%	1 12.50%	1 12.50%	0 0.00%	8 100.00%		
	3	3 50.00%	3 50.00%	6 100.00%	1 16.67%	3 50.00%	2 33.33%	0 0.00%	0 0.00%	0 0.00%	6 100.00%	2 33.33%	4 66.67%	6 100.00%	0 0.00%	2 33.33%	2 33.33%	2 33.33%	6 100.00%	3 50.00%	2 33.33%	1 16.67%	0 0.00%	0 0.00%	6 100.00%		
	4	2 33.33%	4 66.67%	6 100.00%	1 16.67%	4 66.67%	1 16.67%	0 0.00%	0 0.00%	0 0.00%	6 100.00%	1 16.67%	5 83.33%	6 100.00%	0 0.00%	2 33.33%	2 33.33%	2 33.33%	6 100.00%	3 50.00%	1 16.67%	2 33.33%	0 0.00%	0 0.00%	6 100.00%		
	5	0 0.00%	2 100.00%	2 100.00%	0 0.00%	2 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	2 100.00%	0 0.00%	2 100.00%	2 100.00%	0 0.00%	0 0.00%	0 0.00%	2 100.00%	2 100.00%	1 50.00%	0 0.00%	1 50.00%	0 0.00%	0 0.00%	2 100.00%		
	vet ikke	0 0.00%	1 100.00%	1 100.00%	0 0.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	0 0.00%	1 100.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	1 100.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%		
	Total	18 42.86%	24 57.14%	42 100.00%	7 16.67%	24 57.14%	9 21.43%	2 4.76%	0 0.00%	0 0.00%	42 100.00%	16 38.10%	26 61.90%	42 100.00%	0 0.00%	7 16.67%	12 28.57%	23 54.76%	42 100.00%	19 45.24%	11 26.19%	8 19.05%	2 4.76%	1 2.38%	1 2.38%	42 100.00%	
Hvor sannsynlig er det at du vil lese, se på eller høre på følgende typer norskspråklige kjendis... - idrettskjendisers økonomi eller eiendom (f. eks. penger, biler, hus, etc.)	1	7 41.18%	10 58.82%	17 100.00%	3 17.65%	10 58.82%	3 17.65%	1 5.88%	0 0.00%	0 0.00%	17 100.00%	7 41.18%	10 58.82%	17 100.00%	0 0.00%	1 5.88%	5 29.41%	11 64.71%	17 100.00%	9 52.94%	3><						

		Kryss av for kjønn:	Hva er din alder?	Hva slags statsborgerskap har du?	Hva er den høyeste graden eller utdanningen du har fullført?	Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)
Hvor sannsynlig er det at du vil lese, se på eller høre på følgende typer norskspråklige kjendisn... - idrettskjendisers personlige forhold	Chi Square	3.02*	12.33*	3.70*	9.45*	17.29*
	Degrees of Freedom	5	25	5	15	25
	p-value	0.70	0.98	0.59	0.85	0.87

**Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.*

		Kryss av for kjønn:	Hva er din alder?	Hva slags statsborgerskap har du?	Hva er den høyeste graden eller utdanningen du har fullført?	Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)
Hvor sannsynlig er det at du vil lese, se på eller høre på følgende typer norskspråklige kjendisn... - idrettskjendisers oppførsel i offentligheten når det vekker oppsikt	Chi Square	5.92*	14.51*	3.56*	10.30*	17.43*
	Degrees of Freedom	5	25	5	15	25
	p-value	0.31	0.95	0.61	0.80	0.87

**Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.*

		Kryss av for kjønn:	Hva er din alder?	Hva slags statsborgerskap har du?	Hva er den høyeste graden eller utdanningen du har fullført?	Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)
Hvor sannsynlig er det at du vil lese, se på eller høre på følgende typer norskspråklige kjendisn... - idrettskjendisers motevaner	Chi Square	4.03*	7.72*	1.83*	8.63*	16.77*
	Degrees of Freedom	5	25	5	15	25
	p-value	0.54	1.00	0.87	0.90	0.89

**Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.*

		Kryss av for kjønn:	Hva er din alder?	Hva slags statsborgerskap har du?	Hva er den høyeste graden eller utdanningen du har fullført?	Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)
Hvor sannsynlig er det at du vil lese, se på eller høre på følgende typer norskspråklige kjendisn... - idrettskjendisers fritidsaktiviteter	Chi Square	3.86*	8.07*	6.81*	7.89*	12.91*
	Degrees of Freedom	5	25	5	15	25
	p-value	0.57	1.00	0.23	0.93	0.98

**Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.*

		Kryss av for kjønn:	Hva er din alder?	Hva slags statsborgerskap har du?	Hva er den høyeste graden eller utdanningen du har fullført?	Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)
Hvor sannsynlig er det at du vil lese, se på eller høre på følgende typer norskspråklige kjendisn... - idrettskjendisers økonomi eller eiendom (f. eks. penger, biler, hus, etc.)	Chi Square	1.37*	9.27*	2.63*	6.58*	23.57*
	Degrees of Freedom	5	25	5	15	25
	p-value	0.93	1.00	0.76	0.97	0.54

**Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.*

Er det andre typer norskspråklige kjendisnyheter om idrettsutøvere som du gjerne vil lese, se på eller høre på?

		Kryss av for kjønn:		Hva er din alder?									Hva slags statsborgerskap har du?				Hva er den høyeste graden eller utdanningen du har fullført?						Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)								
		mann	kvinne	Total	18-24	25-34	35-44	45-54	55-64	65 +	Total	norsk	annet (vennligst spesifiser)	Total	grunnskole	videregående skole	høyskole eller universitet, inntil 4 år	høyskole eller universitet, 4 år eller mer	Total	mindre enn kr. 20 000	kr. 20 000 – kr. 29 999	kr. 30 000 – kr. 39 999	kr. 40 000 – kr. 49 999	kr. 50 000 – kr. 59 999	mer enn kr. 59 999	Total					
Er det andre typer norskspråklige kjendisnyheter om idrettsutøvere som du gjerne vil lese, se på...	ja (vennligst spesifiser)	0 0.00%	0 0.00%	0 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 100.00%	0 0.00%	0 0.00%	0 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 100.00%					
	nei	12 42.86%	16 57.14%	28 100.00%	3 10.71%	17 60.71%	6 21.43%	2 7.14%	0 0.00%	0 0.00%	28 100.00%	12 42.86%	16 57.14%	28 100.00%	0 0.00%	4 14.29%	9 32.14%	15 53.57%	28 100.00%	13 46.43%	7 25.00%	4 14.29%	2 7.14%	1 3.57%	1 3.57%	28 100.00%					
	jeg vet ikke	5 35.71%	9 64.29%	14 100.00%	4 28.57%	6 42.86%	4 28.57%	0 0.00%	0 0.00%	0 0.00%	14 100.00%	4 28.57%	10 71.43%	14 100.00%	0 0.00%	4 28.57%	3 21.43%	7 50.00%	14 100.00%	7 50.00%	3 21.43%	4 28.57%	0 0.00%	0 0.00%	0 0.00%	14 100.00%					
	Total	17 40.48%	25 59.52%	42 100.00%	7 16.67%	23 54.76%	10 23.81%	2 4.76%	0 0.00%	0 0.00%	42 100.00%	16 38.10%	26 61.90%	42 100.00%	0 0.00%	8 19.05%	12 28.57%	22 52.38%	42 100.00%	20 47.62%	10 23.81%	8 19.05%	2 4.76%	1 2.38%	1 2.38%	42 100.00%					
I hvilken grad tror du at du vil foretrekke eller ikke foretrekke å skaffe deg norskspråklige kje...	1	8 40.00%	12 60.00%	20 100.00%	4 20.00%	7 35.00%	7 35.00%	2 10.00%	0 0.00%	0 0.00%	20 100.00%	9 45.00%	11 55.00%	20 100.00%	0 0.00%	3 15.00%	6 30.00%	11 55.00%	20 100.00%	8 40.00%	5 25.00%	4 20.00%	1 5.00%	1 5.00%	1 5.00%	20 100.00%					
	2	2 50.00%	2 50.00%	4 100.00%	1 25.00%	3 75.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	4 100.00%	2 50.00%	2 50.00%	4 100.00%	0 0.00%	0 0.00%	3 75.00%	1 25.00%	4 100.00%	3 75.00%	1 25.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	4 100.00%					
	3	1 16.67%	5 83.33%	6 100.00%	2 33.33%	3 50.00%	1 16.67%	0 0.00%	0 0.00%	0 0.00%	6 100.00%	2 33.33%	4 66.67%	6 100.00%	0 0.00%	1 16.67%	0 0.00%	5 83.33%	6 100.00%	3 50.00%	2 33.33%	1 16.67%	0 0.00%	0 0.00%	0 0.00%	6 100.00%					
	4	4 80.00%	1 20.00%	5 100.00%	0 0.00%	4 80.00%	1 20.00%	0 0.00%	0 0.00%	0 0.00%	5 100.00%	1 20.00%	4 80.00%	5 100.00%	0 0.00%	2 40.00%	2 40.00%	1 20.00%	5 100.00%	2 40.00%	2 40.00%	1 20.00%	0 0.00%	0 0.00%	0 0.00%	5 100.00%					
	5	0 0.00%	1 100.00%	1 100.00%	0 0.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	0 0.00%	1 100.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	1 100.00%	0 0.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%					
	jeg vet ikke	2 33.33%	4 66.67%	6 100.00%	0 0.00%	6 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	6 100.00%	1 16.67%	5 83.33%	6 100.00%	0 0.00%	1 16.67%	1 16.67%	4 66.67%	6 100.00%	6 66.67%	4 16.67%	0 0.00%	1 16.67%	0 0.00%	0 0.00%	6 100.00%					
Total		17 40.48%	25 59.52%	42 100.00%	7 16.67%	23 54.76%	10 23.81%	2 4.76%	0 0.00%	0 0.00%	42 100.00%	15 35.71%	27 64.29%	42 100.00%	0 0.00%	7 16.67%	12 28.57%	23 54.76%	42 100.00%	20 47.62%	11 26.19%	7 16.67%	2 4.76%	1 2.38%	1 2.38%	42 100.00%					
Hvor ofte per uke tror du at du vil besøke et nettsted som tilbyr bare norskspråklige kjendisnye...	aldri	8 40.00%	12 60.00%	20 100.00%	5 25.00%	7 35.00%	6 30.00%	2 10.00%	0 0.00%	0 0.00%	20 100.00%	10 50.00%	10 50.00%	20 100.00%	0 0.00%	4 20.00%	7 35.00%	9 45.00%	20 100.00%	9 45.00%	5 25.00%	4 20.00%	1 5.00%	0 0.00%	1 5.00%	20 100.00%					
	sjeldnere enn hver uke	2 22.22%	7 77.78%	9 100.00%	0 0.00%	7 77.78%	2 22.22%	0 0.00%	0 0.00%	0 0.00%	9 100.00%	2 22.22%	7 77.78%	9 100.00%	0 0.00%	1 11.11%	3 33.33%	5 55.56%	9 100.00%	6 66.67%	2 22.22%	0 0.00%	0 0.00%	1 11.11%	0 0.00%	9 100.00%					
	en gang per uke	4 57.14%	3 42.86%	7 100.00%	2 28.57%	4 57.14%	1 14.29%	0 0.00%	0 0.00%	0 0.00%	7 100.00%	3 42.86%	4 57.14%	7 100.00%	0 0.00%	4 57.14%	0 0.00%	3 42.86%	7 100.00%	3 42.86%	3 42.86%	1 14.29%	0 0.00%	0 0.00%	0 0.00%	7 100.00%					
	2-6 dager per uke	2 33.33%	4 66.67%	6 100.00%	0 0.00%	4 66.67%	2 33.33%	0 0.00%	0 0.00%	0 0.00%	6 100.00%	1 16.67%	5 83.33%	6 100.00%	0 0.00%	0 0.00%	2 33.33%	4 66.67%	6 100.00%	33.33%	16.67%	3 50.00%	0 0.00%	0 0.00%	0 0.00%	6 100.00%					
	en gang daglig	1 100.00%	0 0.00%	1 100.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	0 0.00%	1 100.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	1 100.00%					
	flere ganger daglig	0 0.00%	0 0.00%	0 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 100.00%	0 0.00%	0 0.00%	0 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 100.00%					
	jeg vet ikke	1 100.00%	0 0.00%	1 100.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	0 0.00%	1 100.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%	1 100.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%					
Total		18 40.91%	26 59.09%	44 100.00%	7 15.91%	24 54.55%	11 25.00%	2 4.55%	0 0.00%	0 0.00%	44 100.00%	16 36.36%	28 63.64%	44 100.00%	0 0.00%	9 20.45%	12 27.27%	23 52.27%	44 100.00%	20 45.45%	12 27.27%	8 18.18%	2 4.55%	1 2.27%	1 2.27%	44 100.00%					

		Kryss av for kjønn:	Hva er din alder?	Hva slags statsborgerskap har du?	Hva er den høyeste graden eller utdanningen du har fullført?	Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)
Er det andre typer norskspråklige kjendisnyheter om idrettsutøvere som du gjerne vil lese, se på...	Chi Square	0.20*	3.53*	0.81*	1.40*	3.08*
	Degrees of Freedom	2	10	2	6	10
	p-value	0.91	0.97	0.67	0.97	0.98

*Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.

		Kryss av for kjønn:	Hva er din alder?	Hva slags statsborgerskap har du?	Hva er den høyeste graden eller utdanningen du har fullført?	Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)
I hvilken grad tror du at du vil foretrekke eller ikke foretrekke å skaffe deg norskspråklige kje...	Chi Square	5.61*	16.65*	3.16*	11.23*	13.59*
	Degrees of Freedom	5	25	5	15	25
	p-value	0.35	0.89	0.67	0.74	0.97

*Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.

		Kryss av for kjønn:	Hva er din alder?	Hva slags statsborgerskap har du?	Hva er den høyeste graden eller utdanningen du har fullført?	Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)
Hvor ofte per uke tror du at du vil besøke et nettsted som tilbyr bare norskspråklige kjendisnye...	Chi Square	5.10*	11.28*	4.66*	11.17*	36.83*
	Degrees of Freedom	6	30	6	18	30
	p-value	0.53	1.00	0.59	0.89	0.18

*Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.

Kryss av for kjønn:

		Kryss av for kjønn:		
		mann	kvinne	Total
Hva er din alder?	18-24	4 57.14%	3 42.86%	7 100.00%
	25-34	10 40.00%	15 60.00%	25 100.00%
	35-44	4 36.36%	7 63.64%	11 100.00%
	45-54	0 0.00%	2 100.00%	2 100.00%
	55-64	0 0.00%	0 0.00%	0 100.00%
	65 +	0 0.00%	0 0.00%	0 100.00%
	Total	18 40.00%	27 60.00%	45 100.00%
Hva slags statsborgerskap har du?	norsk	10 58.82%	7 41.18%	17 100.00%
	annet (vennligst spesifiser)	8 28.57%	20 71.43%	28 100.00%
	Total	18 40.00%	27 60.00%	45 100.00%
Hva er den høyeste graden eller utdanningen du har fullført?	grunnskole	0 0.00%	0 0.00%	0 100.00%
	videregående skole	5 55.56%	4 44.44%	9 100.00%
	høyskole eller universitet, inntil 4 år	5 41.67%	7 58.33%	12 100.00%
	høyskole eller universitet, 4 år eller mer	8 33.33%	16 66.67%	24 100.00%
	Total	18 40.00%	27 60.00%	45 100.00%
Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)	mindre enn kr. 20 000	5 23.81%	16 76.19%	21 100.00%
	kr. 20 000 – kr. 29 999	6 50.00%	6 50.00%	12 100.00%
	kr. 30 000 – kr. 39 999	4 50.00%	4 50.00%	8 100.00%
	kr. 40 000 – kr. 49 999	2 100.00%	0 0.00%	2 100.00%
	kr. 50 000 – kr. 59 999	0 0.00%	1 100.00%	1 100.00%
	mer enn kr. 59 999	1 100.00%	0 0.00%	1 100.00%
	Total	18 40.00%	27 60.00%	45 100.00%

		Kryss av for kjønn:
Hva er din alder?	Chi Square	2.25*
	Degrees of Freedom	5
	p-value	0.81

**Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.*

		Kryss av for kjønn:
Hva slags statsborgerskap har du?	Chi Square	4.03
	Degrees of Freedom	1
	p-value	0.04

		Kryss av for kjønn:
Hva er den høyeste graden eller utdanningen du har fullført?	Chi Square	1.37*
	Degrees of Freedom	3
	p-value	0.71

**Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.*

		Kryss av for kjønn:
Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)	Chi Square	8.29*
	Degrees of Freedom	5
	p-value	0.14

**Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.*

Hva er din alder?

		Hva er din alder?						
		18-24	25-34	35-44	45-54	55-64	65 +	Total
Kryss av for kjønn:	mann	4 22.22%	10 55.56%	4 22.22%	0 0.00%	0 0.00%	0 0.00%	18 100.00%
	kvinne	3 11.11%	15 55.56%	7 25.93%	2 7.41%	0 0.00%	0 0.00%	27 100.00%
	Total	7 15.56%	25 55.56%	11 24.44%	2 4.44%	0 0.00%	0 0.00%	45 100.00%
Hva slags statsborgerskap har du?	norsk	5 29.41%	9 52.94%	2 11.76%	1 5.88%	0 0.00%	0 0.00%	17 100.00%
	annet (vennligst spesifiser)	2 7.14%	16 57.14%	9 32.14%	1 3.57%	0 0.00%	0 0.00%	28 100.00%
	Total	7 15.56%	25 55.56%	11 24.44%	2 4.44%	0 0.00%	0 0.00%	45 100.00%
Hva er den høyeste graden eller utdanningen du har fullført?	grunnskole	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 100.00%
	videregående skole	2 22.22%	4 44.44%	3 33.33%	0 0.00%	0 0.00%	0 0.00%	9 100.00%
	høyskole eller universitet, inntil 4 år	4 33.33%	7 58.33%	1 8.33%	0 0.00%	0 0.00%	0 0.00%	12 100.00%
	høyskole eller universitet, 4 år eller mer	1 4.17%	14 58.33%	7 29.17%	2 8.33%	0 0.00%	0 0.00%	24 100.00%
	Total	7 15.56%	25 55.56%	11 24.44%	2 4.44%	0 0.00%	0 0.00%	45 100.00%
Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)	mindre enn kr. 20 000	5 23.81%	15 71.43%	1 4.76%	0 0.00%	0 0.00%	0 0.00%	21 100.00%
	kr. 20 000 – kr. 29 999	2 16.67%	5 41.67%	4 33.33%	1 8.33%	0 0.00%	0 0.00%	12 100.00%
	kr. 30 000 – kr. 39 999	0 0.00%	3 37.50%	4 50.00%	1 12.50%	0 0.00%	0 0.00%	8 100.00%
	kr. 40 000 – kr. 49 999	0 0.00%	1 50.00%	1 50.00%	0 0.00%	0 0.00%	0 0.00%	2 100.00%
	kr. 50 000 – kr. 59 999	0 0.00%	0 0.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%
	mer enn kr. 59 999	0 0.00%	1 100.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	1 100.00%
	Total	7 15.56%	25 55.56%	11 24.44%	2 4.44%	0 0.00%	0 0.00%	45 100.00%

		Hva er din alder?
Kryss av for kjønn:	Chi Square	2.25*
	Degrees of Freedom	5
	p-value	0.81

**Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.*

		Hva er din alder?
Hva slags statsborgerskap har du?	Chi Square	5.33*
	Degrees of Freedom	5
	p-value	0.38

**Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.*

		Hva er din alder?
Hva er den høyeste graden eller utdanningen du har fullført?	Chi Square	8.48*
	Degrees of Freedom	15
	p-value	0.90

**Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.*

		Hva er din alder?
Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)	Chi Square	17.21*
	Degrees of Freedom	25
	p-value	0.87

**Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.*

Hva slags statsborgerskap har du?

		Hva slags statsborgerskap har du?		
		norsk	annet (vennligst spesifiser)	Total
Kryss av for kjønn:	mann	10 55.56%	8 44.44%	18 100.00%
	kvinne	7 25.93%	20 74.07%	27 100.00%
	Total	17 37.78%	28 62.22%	45 100.00%
Hva er din alder?	18-24	5 71.43%	2 28.57%	7 100.00%
	25-34	9 36.00%	16 64.00%	25 100.00%
	35-44	2 18.18%	9 81.82%	11 100.00%
	45-54	1 50.00%	1 50.00%	2 100.00%
	55-64	0 0.00%	0 0.00%	0 100.00%
	65 +	0 0.00%	0 0.00%	0 100.00%
	Total	17 37.78%	28 62.22%	45 100.00%
Hva er den høyeste graden eller utdanningen du har fullført?	grunnskole	0 0.00%	0 0.00%	0 100.00%
	videregående skole	3 33.33%	6 66.67%	9 100.00%
	høyskole eller universitet, inntil 4 år	8 66.67%	4 33.33%	12 100.00%
	høyskole eller universitet, 4 år eller mer	6 25.00%	18 75.00%	24 100.00%
	Total	17 37.78%	28 62.22%	45 100.00%
Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)	mindre enn kr. 20 000	8 38.10%	13 61.90%	21 100.00%
	kr. 20 000 – kr. 29 999	4 33.33%	8 66.67%	12 100.00%
	kr. 30 000 – kr. 39 999	3 37.50%	5 62.50%	8 100.00%
	kr. 40 000 – kr. 49 999	1 50.00%	1 50.00%	2 100.00%
	kr. 50 000 – kr. 59 999	0 0.00%	1 100.00%	1 100.00%
	mer enn kr. 59 999	1 100.00%	0 0.00%	1 100.00%
	Total	17 37.78%	28 62.22%	45 100.00%

		Hva slags statsborgerskap har du?
Kryss av for kjønn:	Chi Square	4.03
	Degrees of Freedom	1
	p-value	0.04

		Hva slags statsborgerskap har du?
Hva er din alder?	Chi Square	5.33*
	Degrees of Freedom	5
	p-value	0.38

**Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.*

		Hva slags statsborgerskap har du?
Hva er den høyeste graden eller utdanningen du har fullført?	Chi Square	6.00*
	Degrees of Freedom	3
	p-value	0.11

**Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.*

		Hva slags statsborgerskap har du?
Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)	Chi Square	2.48*
	Degrees of Freedom	5
	p-value	0.78

**Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.*

Hva er den høyeste graden eller utdanningen du har fullført?

		Hva er den høyeste graden eller utdanningen du har fullført?				Total
		grunnskole	videregående skole	høyskole eller universitet, inntil 4 år	høyskole eller universitet, 4 år eller mer	
Kryss av for kjønn:	mann	0 0.00%	5 27.78%	5 27.78%	8 44.44%	18 100.00%
	kvinne	0 0.00%	4 14.81%	7 25.93%	16 59.26%	27 100.00%
Total		0 0.00%	9 20.00%	12 26.67%	24 53.33%	45 100.00%
Hva er din alder?	18-24	0 0.00%	2 28.57%	4 57.14%	1 14.29%	7 100.00%
	25-34	0 0.00%	4 16.00%	7 28.00%	14 56.00%	25 100.00%
	35-44	0 0.00%	3 27.27%	1 9.09%	7 63.64%	11 100.00%
	45-54	0 0.00%	0 0.00%	0 0.00%	2 100.00%	2 100.00%
	55-64	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 100.00%
	65 +	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 100.00%
Total		0 0.00%	9 20.00%	12 26.67%	24 53.33%	45 100.00%
Hva slags statsborgerskap har du?	norsk	0 0.00%	3 17.65%	8 47.06%	6 35.29%	17 100.00%
	annet (vennligst spesifiser)	0 0.00%	6 21.43%	4 14.29%	18 64.29%	28 100.00%
Total		0 0.00%	9 20.00%	12 26.67%	24 53.33%	45 100.00%
Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)	mindre enn kr. 20 000	0 0.00%	4 19.05%	8 38.10%	9 42.86%	21 100.00%
	kr. 20 000 – kr. 29 999	0 0.00%	4 33.33%	3 25.00%	5 41.67%	12 100.00%
	kr. 30 000 – kr. 39 999	0 0.00%	1 12.50%	1 12.50%	6 75.00%	8 100.00%
	kr. 40 000 – kr. 49 999	0 0.00%	0 0.00%	0 0.00%	2 100.00%	2 100.00%
	kr. 50 000 – kr. 59 999	0 0.00%	0 0.00%	0 0.00%	1 100.00%	1 100.00%
	mer enn kr. 59 999	0 0.00%	0 0.00%	0 0.00%	1 100.00%	1 100.00%
Total		0 0.00%	9 20.00%	12 26.67%	24 53.33%	45 100.00%

		Hva er den høyeste graden eller utdanningen du har fullført?
Kryss av for kjønn:	Chi Square	1.37*
	Degrees of Freedom	3
	p-value	0.71

**Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.*

		Hva er den høyeste graden eller utdanningen du har fullført?
Hva er din alder?	Chi Square	8.48*
	Degrees of Freedom	15
	p-value	0.90

**Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.*

		Hva er den høyeste graden eller utdanningen du har fullført?
Hva slags statsborgerskap har du?	Chi Square	6.00*
	Degrees of Freedom	3
	p-value	0.11

**Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.*

		Hva er den høyeste graden eller utdanningen du har fullført?
Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)	Chi Square	7.89*
	Degrees of Freedom	15
	p-value	0.93

**Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.*

Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)

		Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)						Total
		mindre enn kr. 20 000	kr. 20 000 – kr. 29 999	kr. 30 000 – kr. 39 999	kr. 40 000 – kr. 49 999	kr. 50 000 – kr. 59 999	mer enn kr. 59 999	
Kryss av for kjønn:	mann	5 27.78%	6 33.33%	4 22.22%	2 11.11%	0 0.00%	1 5.56%	18 100.00%
	kvinne	16 59.26%	6 22.22%	4 14.81%	0 0.00%	1 3.70%	0 0.00%	27 100.00%
Total		21 46.67%	12 26.67%	8 17.78%	2 4.44%	1 2.22%	1 2.22%	45 100.00%
Hva er din alder?	18-24	5 71.43%	2 28.57%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	7 100.00%
	25-34	15 60.00%	5 20.00%	3 12.00%	1 4.00%	0 0.00%	1 4.00%	25 100.00%
	35-44	1 9.09%	4 36.36%	4 36.36%	1 9.09%	1 9.09%	0 0.00%	11 100.00%
	45-54	0 0.00%	1 50.00%	1 50.00%	0 0.00%	0 0.00%	0 0.00%	2 100.00%
	55-64	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 100.00%
	65 +	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 100.00%
Total		21 46.67%	12 26.67%	8 17.78%	2 4.44%	1 2.22%	1 2.22%	45 100.00%
Hva slags statsborgerskap har du?	norsk	8 47.06%	4 23.53%	3 17.65%	1 5.88%	0 0.00%	1 5.88%	17 100.00%
	annet (vennligst spesifiser)	13 46.43%	8 28.57%	5 17.86%	1 3.57%	1 3.57%	0 0.00%	28 100.00%
Total		21 46.67%	12 26.67%	8 17.78%	2 4.44%	1 2.22%	1 2.22%	45 100.00%
Hva er den høyeste graden eller utdanningen du har fullført?	grunnskole	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 0.00%	0 100.00%
	videregående skole	4 44.44%	4 44.44%	1 11.11%	0 0.00%	0 0.00%	0 0.00%	9 100.00%
	høyskole eller universitet, inntil 4 år	8 66.67%	3 25.00%	1 8.33%	0 0.00%	0 0.00%	0 0.00%	12 100.00%
	høyskole eller universitet, 4 år eller mer	9 37.50%	5 20.83%	6 25.00%	2 8.33%	1 4.17%	1 4.17%	24 100.00%
Total		21 46.67%	12 26.67%	8 17.78%	2 4.44%	1 2.22%	1 2.22%	45 100.00%

		Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)
Kryss av for kjønn:	Chi Square	8.29*
	Degrees of Freedom	5
	p-value	0.14

**Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.*

		Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)
Hva er din alder?	Chi Square	17.21*
	Degrees of Freedom	25
	p-value	0.87

**Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.*

		Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)
Hva slags statsborgerskap har du?	Chi Square	2.48*
	Degrees of Freedom	5
	p-value	0.78

**Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.*

		Hva er din personlige bruttoinntekt per måned? (som en sum av alle typer inntekter)
Hva er den høyeste graden eller utdanningen du har fullført?	Chi Square	7.89*
	Degrees of Freedom	15
	p-value	0.93

**Note: The Chi-Square approximation may be inaccurate - expected frequency less than 5.*